

ELECTRICAL MERCHANDISING WEEK

MAY 9, 1960

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 92 NO 19

SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

\$150,000 A YEAR

Air Conditioners Are Big Business Here

The Hoppensteins of Baltimore operate what you might call a "ma and pa" store—but their low margin operation and concentration on one specialty may set a pattern for such stores in the future. *see page 19*

Watch It Men: Your Wives Like the Combinations

Aware that some dealers have been lukewarm in their praise of this new product, Easy decided to ask their wives—who really ought to know whether the combos work or not. *see page 2*

AHLMA Faces Its Problems

First it was hotel reservations, and then it was worry over domestic and foreign markets which kept laundry men busy at their Florida convention. *see page 2*

ALSO IN THIS ISSUE

MORT FARR SAYS	13
NEW PRODUCTS	24, 25, 26
INDUSTRY-BUSINESS TRENDS	29
TAKING STOCK	30

Published weekly by McGraw-Hill Publishing Co., 871 N. Franklin, Chicago, Ill. Second-class postage paid at Chicago, Ill. Subscription price \$2 a year. Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved. Address all correspondence to 330 W. 42nd St., New York 36, N. Y.

NEW YORK TRADE FAIR The Japanese Look Stronger Than Ever

"Foreign competition" deepened its dimensions with the ribbon cutting at the U. S. World Trade Fair in New York's Coliseum last week.

On the third floor, a junior Merchandise Mart, the Japanese have TV, vacuum cleaners, steam irons and buzz fans ready to follow transistor radios and tape recorders down already established distribution channels.

There are over 100 companies from Japan at the fair and the merchandise is not the "toy" goods discussed in EM Week's recent report on the Japanese invasion of the electric housewares industry (April 11).

And there are new names. Sony, Hitachi and Toshiba are already familiar in radio. But now Hayakawa, Mitsubishi, Matsushita have entered both consumer electronics and traffics. Fans, from 9-inch to 16-inch, are well styled, quality goods. A table grille is as sleek as U. S. counterparts. A rollaround vacuum cleaner looks like a disposer turned on its side with wheels.

To six-transistor radios, now with a Japanese export check price of \$11, add a transistorized portable TV set. Some prices are noncompetitive; some are rough. Some of the goods are not ready yet—but coming!

. . . And From Europe White Goods Arrive

Down the aisle a bit, foreign white goods comes into focus for the first time. There are high-style French, Belgian, Italian and German refrigerators. Capacities are small, prices are not yet competitive. But they're here to set up distribution—to interest sole agents, distributors and retailers.

A Frenchman talked freely about a potential small refrigerator market of 120,000 to 150,000 pieces a year. Another Frenchman

told how he sold 10,000 small capacity automatic washers in Germany with direct mail and catalogs, and how he intends to do the same here. Another Frenchman had a washer and a prototype dishwasher and was out to license U. S. firms for manufacture here.

Up and down the aisles, the story was the same: The pitch was on—on strong. And the languages were many.

Continued on page 8

ARE THIN-WALLS CATCHING ON?

"It's a shame it's a loner."
"Best for big boxes."
"There's a teaching job to do."
"It can be pioneered."

All those are appliance men talking about the various thin-wall refrigerators, introduced with much ballyhoo last January, and being touted as "the biggest, most important feature since the no-frost boxes."

Thin-walls are that, there's no doubt. The flights of fancy factories go into over marketing possibilities are one piece of evidence. More to the point is the story of Hotpoint's Wonder-Wall unit, which on its first factory production schedule was already what some of the competition called optimistic, and now is on a schedule that more than doubles early estimates.

This optimism is tempered by some practical worries. Marketing men still wonder how big thin boxes will look next to a competitor's conventional model on the retail floor. If that sounds familiar, it should. The same worry caused headaches when the square look first appeared.

The factory flights of fancy do paint a really rosy picture. "Just think what we could do in the low-end builder market with a 14-cu.-ft. box in the space an 11 used to take," is one man's musing. "We could obsolete every other box on the market," is another's.

Hotpoint doesn't have the only thin-wall out, though it's the thinnest on tap. Over at Admiral, the full line for 1960 took advantage of new, denser insulation. Retail experience so far this year, it's no news, has not been good enough for solid statements. Enough is on record, though, for Admiral people to say the big boxes will sell, reinforcing the belief that the public buys cubic feet. Their 15-cu.-ft. thin-waller is going well.

For the most part, the industry, like Pat Kersey, of Chicago (picture at left), who has been selling refrigerators for 15 years, is apparently going to have to wait a while to assess the real potential of the thin-walls. Though the movement at retail has started, factories report, there just aren't enough sizes around.

They say there aren't going to be, either.



A Convention Tale for Our Times: AHLMA and the Three C's...

... confusion, controversy and criticism.

When home laundry manufacturers met in Florida last month to take a look at the problems they'll be facing in the next decade, they quickly found that they had a more immediate problem on their hands.

The new problem grew out of a king-sized foulup in hotel reservations. Scheduled to meet in the Diplomat East, a swanky beach-front resort, many a delegate found himself in the slightly less glamorous Diplomat West motel across the road—or even a quarter of a mile up the highway at the Aristocrat, which disgruntled AHLMA men promptly dubbed the Diplomat North.

After the reservations were straightened out, however, AHLMA members settled down to take a look at problems which are likely to be even more difficult to solve in the years ahead. The first day's sessions, somewhat on the technical side, concentrated on "Quality in the 60's." The second day's meetings on "Markets in the 60's" produced livelier discussion—and even a bit of controversy.

The question of imports and how big a threat they pose furnished the first piece of controversy. F. B. Gray, manager of Hotpoint's export sales division for International G-E, pulled no punches when he told the laundry men that our present "unconcerned" attitude is losing the U. S. not only a share in the world market, but may soon cost us our domestic market as well. The question we must answer, said Gray, is "where should we choose to face foreign competition? Should we give them free access to export markets and thereby help them develop additional strength with which to invade our market or should we meet them now in their export market?"

Gray made it clear that he felt the laundry industry had failed in providing overseas markets with products suited to their needs; that we had become increasingly less competitive in price, and that we have not developed a customer-oriented distribution system overseas. "If we don't change our approach, I would anticipate that not only will our share of the world markets decline, but that we will be fighting for our very existence here at home," he said.

Individual AHLMA members, however, made it clear that while they admitted Gray's thorough report on foreign markets, they could not agree with him on either the imminence or extent of the threat. One board member pointed out that Gray did not even speak for the AHLMA foreign trade committee, but rather as an individual. He hinted that other members of the committee did not fully subscribe to Gray's appraisal.

Criticism of domestic marketing policies came from Whirlpool's Jack Sparks who told the group that "the home laundry industry did a lousy selling job in the 50's . . . and we must beat the predictions for our share of the market in the 60's or we are going to be in trouble."

He accused the industry of fail-



ALL EYES CENTER on Firestone's B. J. Ferkes as he shows AHLMA a new hose assembly to explain how suppliers can help manufacturers improve products.



STRAIGHTENING OUT DETAILS of program, convention chairman W. L. Hullsiek, right, of Kelvinator, checks with Don Anderson of Nagel-Chase.

ing to produce many "exciting new developments" and added that some of those which had been introduced were "forced upon the industry by changes in fabrics and detergents." He warned the industry that it faced increased competition from other durables and from service industries, from foreign competition, from resale of trade-ins and from coin-ops. A few years ago there were only 3,000 coin-ops, said Sparks. Now there are 20,000 and by the end of 1960 a million washers will be in use in coin-ops.

A minor disagreement over the future of wringer washers found Parker Ericksen of Easy predicting that this appliance had reached a plateau at "just under a million units a year," while Homer Travis of Kelvinator in his "state of the industry" report argued that the conventional washer was not a "diminishing product."

Ericksen promised the group that sales of combos could reach a million a year by 1965 if "the industry sheds indifference and lethargy to the product." Automatic washers have passed the stage where dynamic growth can be expected, Ericksen argued in urging more activity on the combo. (For a detailed report of a new Easy survey on what wives of dealers think of combos, see this page.)

A more conservative 1960 was predicted by Travis in the convention's final speech when he acknowledged that earlier predictions of a 5 to 10% gain for 1960 would probably now turn out to be a 1 to 2% increase. He made a plea for more quality and said that the industry average of 1.44 service calls per year on automatic washers had to be improved. Travis also asked for better sales training material and better instruction booklets.

Question: Who Likes Combos?

Answer: Dealers' wives who've used them. At least that was the answer Easy came up with when it ran this unique survey

First step in the survey was to offer Easy "Combomatics" to a nationwide sampling of dealers' wives for their personal use. Next came an anonymous questionnaire, which 155 wives answered. Easy Vice President Parker H. Ericksen, speaking at the American Home Laundry Manufacturers Assn. convention, revealed the result:

- Ninety percent of the wives said they would choose a combo if they were going to replace their current laundry appliance and 92% regarded the unit as an advance over other home laundry appliances.
- Once they actually tried them, Ericksen continued, the wives showed more enthusiasm for combos than did their husbands, the dealers who were selling them. "If it were only as easy to sell dealers as to sell their wives," he said, "the combination would be the number one laundry appliance today."

Asked to compare laundering in the combo to laundering in a separate washer and dryer, 64% of the wives rated it "much easier," 30% rated it "easier," 3% rated it the same and 3% found it "more difficult."

The majority of the wives (141 of the 155) thought the combo performed as well as expected and said they would recommend the combination unit to their friends. Asked to specify their individual reasons for liking the combo, 91 mentioned "more free time while doing the laundry" and 119 thought it enabled them to save steps because they could load the machine, set and then forget it.

"Our conclusion," Ericksen said, "is that there is more fiction than fact in the rumors circulating about combinations." Conceding the survey covered only a small sampling of women, all of them the wives of appliance dealers, Ericksen still found the heavily positive reaction a good sign.

BUSINESS BRIEFS

- The furniture industry closed the first quarter with a 7% improvement in shipments. But an industry group still had its gripes. The National Assn. of Furniture Manufacturers said the percentage improvement was not encouraging because it was accomplished solely through the reduction of unfilled orders.

- Oregon businessmen don't like the state inventory tax and they are saying so. At a recent tax hearing, delegations from five cities said they considered the tax discriminatory, pointing out it applied even when the business made no profit. Suggested substitute: A tax on net profits.

- Another manufacturer has jumped into the pay-TV ring. Blonder-Tongue Laboratories says its system uses all existing equipment, involves no signal scrambling, can be operative for \$30 a set.

REGIONAL ROUND-UP:

For most dealers, white goods were taking a seasonal ride upward, with air conditioners right on their tails, EM Week's survey found.

EAST . . . CLEVELAND—There were enough question marks in the sales outlook for this spring to really "bug" Cleveland dealers. Economic activity had some soft spots—enough to scare off buyers. Steelworkers were mostly on a four-day work week, and cutbacks in the automotive industry had led to temporary layoffs. Demand was still there, dealers were saying, but the threat of a reduced work week was temporarily holding up sales.

Air conditioner sales had picked up tremendously in the past three weeks—just about at the same rate as the rise in the thermometer. Pre-season promotions paid off for most dealers, and the year was expected to be a good one for air conditioners.

Refrigerators and laundry equipment were still the leaders in big ticket items. But washer-dryer combinations remained slow.

Outlook for the second quarter was optimistic, though, and most dealers were pegging a real upturn to come in the second half of this year.

SOUTH . . . JACKSON, MISS.—Appliance dealers here offered mixed reaction to present business conditions. Joe Pollard, of Pollard Appliance, said business was "very slow" because people were busy with the arrival of good weather.

On the other hand, Gene May, of May & Jackson, reported good results from a 10-day sale, especially on white goods,

namely freezers, refrigerators, washing machines and electric ranges. Television also moved right along.

Most agreed, though, that air conditioner sales were dragging and would continue to do so until hot weather hit.

A heavy home construction schedule through the summer was expected to jazz up sales considerably.

MIDWEST . . . INDIANAPOLIS—Most dealers said sales were off from 15 to 25% and blamed seasonal buyer disinterest, which lasted too long. Some denied any discount effect and said pricing was no factor. Several refused to "waste promotion money now" and anticipated a turnup for May.

Laundry white goods were the most popular items with RCA Whirlpool strong. TV sales, though, were below seasonal average. And color was not worth mentioning. Norb Conger, of Conger Robeson, said, "There isn't enough color programming yet." Recently Conger tried an ad for a color set at \$299 and received only eight inquiries.

Bill Sharper, of Sharper and Gardner, was vigorously promoting personal service. He said G-E sales were up 10%. And that he expects to gross a million in 1960.

Bob Gilkifon, of L. S. Ayres is using Ayres' private AMC brand as a low-end laundry leader. Ayres' sales were about even with last year without extensive promotion.

SOUTHWEST . . . OKLAHOMA CITY—Sales of unit air conditioners and hi-fi-stereo units were excellent in the Oklahoma City area, judging from talks with seven major appliance dealers here.

George Schneider, manager of the appliance department at Kerr's Department Store said: "The trend now is to the 2-hp air conditioning unit. And the big play is on the 'tax free' units manufactured last year before the new excise tax went into effect."

Schneider estimated hi-fi business was up 15% in his store, while the play for refrigerators and ranges was about par with 1959.

But Elmer, Whitchurch, manager of the new Montgomery Ward Co. store, reported both refrigerator and range sales were "soft." "We're absolutely puzzled," said Whitchurch. "It isn't just this area, but it's pretty damned general."

But, in general the Wards appliance department was running ahead of last year. Whitchurch agreed with Schneider that air conditioning was running well ahead of last year, while sales of hi-fi were "up substantially."

Del Belflower, owner of four appliance stores in the city, declared, "The appliance business is not bad, but it isn't in its heyday by any stretch of the imagination."

"Washing machine sales are a bit on the decline, but dryer sales are up. Air conditioning is the one bright spot, with more

emphasis on the 2-hp unit. Our hi-fi is off quite badly, and margins are shot on everything."

"But appliances represent one of the best buys the consumer can get on today's market."

Belflower said TV sales were off, but Jenkins' Music Store reported TV and hi-fi were carrying the business. Jenkins' was the one spot where a concentrated TV campaign on color sets was reported paying off with sales.

WEST COAST . . . SACRAMENTO—Keith Anderson, head of Handy Andy TV and Appliances, moved 40 units, ranging from washers to electric ranges, in a nine-hour "clear the store" sale last week. Happy with the success of the promotion, Anderson said he believed it was the forerunner of bright days for appliance dealers in this area, already recognized as one of the nation's business "white spots."

Phil Galen, Sacramento Electric Co. owner, said January, February and March were "excellent" but April was "terrible." He predicted a good comeback. Taxes, he pointed out, took too much attention last month.

Surprising to many dealers was the slowness of electric range sales despite a big utility Flameless Cooking Jamboree promotion, which will continue through June. Other utility pushes—for refrigerators, air conditioners—drew a response that was "beyond belief," according to one breathless dealer.

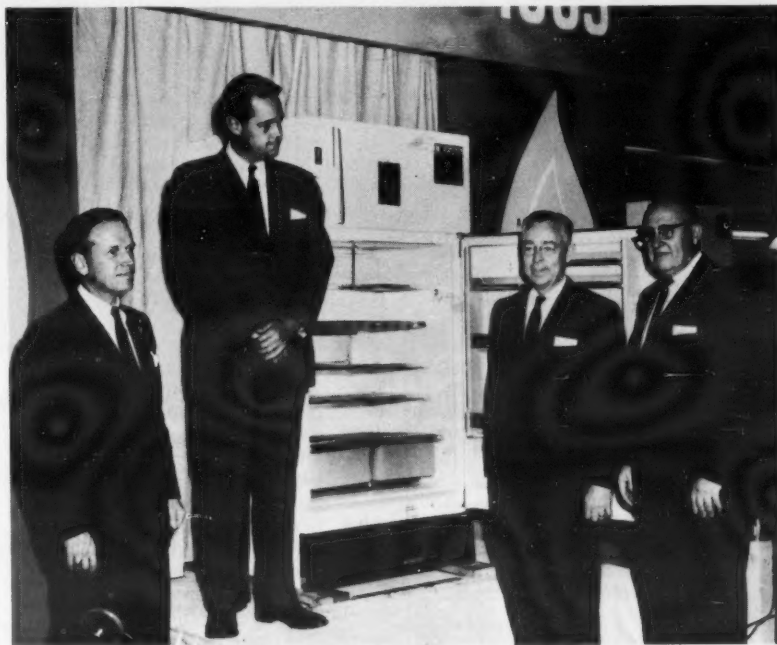
What's a 'Guarantee'? FTC Issues a Guide

The Federal Trade Commission has issued a new advertising "guide," setting out seven rules of the road which businessmen must know and which consumers should remember in the advertising of "guarantee" claims.

Simply put, the new guide is designed to make it clear that merely describing an article as "guaranteed" is insufficient under the trade regulation laws. In addition, the advertisement should clearly show what is covered by the guarantee, who stands back of it, how it will be honored, and what limitations or conditions there are to it.

In its new guide, FTC last week said representations such as "guaranteed to grow hair or money back," for example, should not be made when the product cannot grow hair.

FTC warns that sellers who do not modify their advertising to comply with the new guide will be prosecuted for false advertising. One limitation to effective FTC action against misleading guarantee advertising is that the commission has no jurisdiction over purely local businesses. In effect, FTC has been using the "guide" book technique to encourage voluntary compliance by concerns outside its reach.



Whirlpool Keeps Promise to Gas Industry

PLEDGE OF PROGRESS to gas men was fulfilled when Whirlpool brought out its gas refrigerator. To mark the fulfillment, Elisha Gray, left, Whirlpool chairman of the board, presented one of the gas boxes to Wister Ligon, right, president of the American Gas Assn. Among the men who were in on the ceremony at Whirlpool's Evansville, Ind., plant were John Platts, second from left, president and general manager of the plant, and A. B. Brown, second from right, president of Southern Indiana Gas and Electric Co.

THIS WEEK'S COLOR TV

MONDAY (All Times E.D.T.)

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)
11 A.M. (NBC) The Price Is Right (Monday-Friday)
12:30 P.M. (NBC) It Could Be You (Monday-Friday)
10 P.M. (NBC) Fred Astaire

TUESDAY

8:30 P.M. (NBC) Ford Startime
9:30 P.M. (NBC) Arthur Murray

WEDNESDAY

8:30 P.M. (NBC) The Price Is Right
9 P.M. (NBC) Perry Como

THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

FRIDAY

8:30 P.M. (NBC) Mark Twain's "Roughing It"
9:30 P.M. (NBC) Gene Kelly

SATURDAY

10 A.M. (NBC) Howdy Doody
10:30 A.M. (NBC) Ruff & Reddy
7:30 P.M. (NBC) Bonanza

SUNDAY

8 P.M. (NBC) Music on Ice
9 P.M. (NBC) Chevy Show



Can She Bake a Decent Cake, Billy Boy?

SHE CAN'T MISS if she has this 1960 General Electric range with "Sensi-Temp." That was the point of this display in the middle of Grand Central Terminal, part of a three-week "Ladies' Home Journal" promotion. Rushing commuters slowed down to watch this lovely model display her culinary talents.

Long-Range Heat Forecast Works As an Air Conditioning Sales Aid

"... Numerous heat waves for the Eastern part of the United States and very hot throughout the West"

That's the gist of the five-minute, long-range weather forecast Dr. Irving P. Krick has delivered three times each Sunday over the 200-station "Monitor" radio network. Krick is head of a private weather forecasting firm. Picking up the tab for his predictions—and for those 15-minutes of Sunday air time—is Minneapolis-Honeywell Co.

The reason: Honeywell hopes Dr. Krick's forecast of a long, hot summer will stimulate air conditioning sales. Mixed in with Krick's weather predictions is a strong selling message for year-around air conditioning. Honeywell Vice President K. L. Wilson put it this way:

"We in the industry long have

recognized that hot, humid weather is essential in creating customer demand for air conditioning. Since we seem to be in for some hot weather this summer, perhaps we can also count on some 'hot' air conditioning sales, too."

Krick's forecasts were carried on "Monitor" from early April until last weekend. In late August, he will be back on the air, this time with long-range winter forecasts along with home heating suggestions.

To promote its "Weather Watch" broadcasts, Honeywell mailed phonograph records to appliance industry executives. One side of the record contains highlights of Krick's summer weather forecasts.

The other side carries an exercise in identifying weather sounds, such as tires squealing on an icy road, footsteps crunching through snow, a hurricane and, finally, snowflakes falling.

Ely: 'Home Ec Girls Are Marketing Helps'

"It's only logical," Claire G. Ely, Maytag marketing vice president, told a group of home economists in Kansas City, "that industries devoted to the production and sale of items used in the home by women should seek the woman's point of view in merchandising the product."

And professional home econo-

mists, more and more, have been fulfilling the important marketing function of presenting the woman's viewpoint, he explained.

Some of the specific jobs the home ec girls have been doing in the appliance industry include these, Ely pointed out:

- Preparing instruction books—on care-and-use books—for products.
- Editing bulletins that are circulated in field sales organizations. These publications touch on product features and operation or on related products such as detergents and bleaches.
- Testing appliances from the standpoint of the housewife.
- Developing promotional programs for presentation in the field.
- Answering consumer correspondence.

Pentron Gains Stock Listing

Trading of Pentron common stock began on the American Stock Exchange last week, less than two months after the Chicago-based tape recorder manufacturer first began selling stock to the public over the counter. The company began making tape records in 1943 and recently entered the burgeoning room air purifier field.

Did Jim Carey Give G-E A Hint of What's Coming?

The IUE boss gave G-E chairman Ralph Cordiner a rough time in a stockholders' meeting. The debate is taken as a portent

President James B. Carey of the International Union of Electrical Workers and four of his lieutenants used the Chicago meeting to broadcast what they will be shooting for during upcoming contract talks. And Carey's gadfly-like appearance at the meeting made it clear how serious the union is about its demands.

Balance that against G-E's published intention to "take a strike if necessary rather than accede to demands detrimental to the future of the business or that infringe on the

individual rights of employees."

Carey insisted his frequently interrupted tirade was not a union-planned maneuver to spotlight upcoming negotiations, but he did use his right as a stockholder (he owns 15 shares of company stock) to attack G-E's stock option plan and "unnecessary" layoffs of G-E employees represented by the IUE.

The union filibuster lasted more than an hour and finally ended on a comic note when one weary stockholder grabbed the microphone and pleaded for the free lunch he had been promised.

Union demands were outlined specifically in an "IUE-G-E Job-Holders Report." The slick 16-page booklet—resembling somewhat G-E's annual report—was distributed by IUE members to stockholders as they poured into Chicago's Civic Opera House. The booklet lists these demands, which the union says stem from a ballot of G-E employees:

- Guaranteed annual wage.
- General wage increase.
- Union shop.
- Increased pensions.
- Cost of living increase.

G-E has indicated it opposes all five union demands, although the actual degree of difference won't become clear until contract talks begin late this summer. G-E also has announced it will try to keep its plants open, even if a strike comes. In answer, Carey has warned that his union "owes G-E a strike."

Motorola's New Mark

The Chicago firm chalked up a new first-quarter sales record while earnings climbed 16% above 1959 first-quarter figures. And the second quarter is even better.

That was the message President Robert W. Galvin had for shareholders last week at Motorola's annual meeting in Chicago. "It continues to appear that Motorola will show an overall growth of about 10% for 1960," he added.

First-quarter sales totaled \$70,297,042 compared to \$63,653,184 in the same period a year ago. Earnings were up from \$2,616,427 in 1959 to \$3,036,475 this year, just a shade below the record \$3,174,208, set in the first quarter of 1953.

UL Label Volume Up

The annual report of Underwriters' Laboratories for 1959, just out, notes that UL label volume was up 19% last year and new work applications were down 6%. UL says "as production increased, manufacturers concentrated on that phase of their operations," which cut down presentation of new designs for testing. This made it a good year for UL, as increased volume more than balanced boosted factory inspection schedules. Last year, UL service was in operation in 9,200 factories.

Products from overseas, submitted for examination, test and listing, have grown in diversity and number, but overall volume was small. Foreign products get the same treatment as U. S. products and accounted for just one-half of 1% of UL 1959 costs.

Expenditures Going Up, Up

... And up. New plants, new equipment and new products are all ticketed for the next three years by American manufacturers.

According to the 13th annual McGraw-Hill Department of Economics' survey, American business plans to spend:

- \$37.9 billion for new plants and equipment in 1960 and to maintain a high level of capital expenditures during the next three years.
- Close to \$10 billion in manufacturing for modernization and greater efficiency this year.
- \$9.5 billion this year and \$10.7 billion by 1963 on research and development in manufacturing.

As the situation now stands, American business will be spending a record amount on new plants, but the emphasis will be on modernization. Almost two-thirds of this year's \$15.2 billion expenditure will be for modernization.

For 1960, the survey showed that business is now planning to spend 16% more than last year and already has plans to spend more in each of the next three years than was spent in 1959.

All these plans, of course, are preliminary, but expenditures may actually top current estimates for these years.

Since last fall, every industry in the non-manufacturing area has increased its expenditure plans for 1960. Electric and gas utilities now are planning to spend a record \$6.2 billion this year—only a few million dollars less than their 1957 peak, according to the survey.

The search for greater efficiency will be intense. This year, manufacturing companies plan to use 65% of their total spending for replacement and modernization and only 35% for expansion.

With the emphasis on modernization, manufacturers will be making the smallest planned increase in capacity in the last 10 years—only 5%.

On an average, manufacturers are anticipating an 8% increase in sales this year and an additional 17% by 1963.

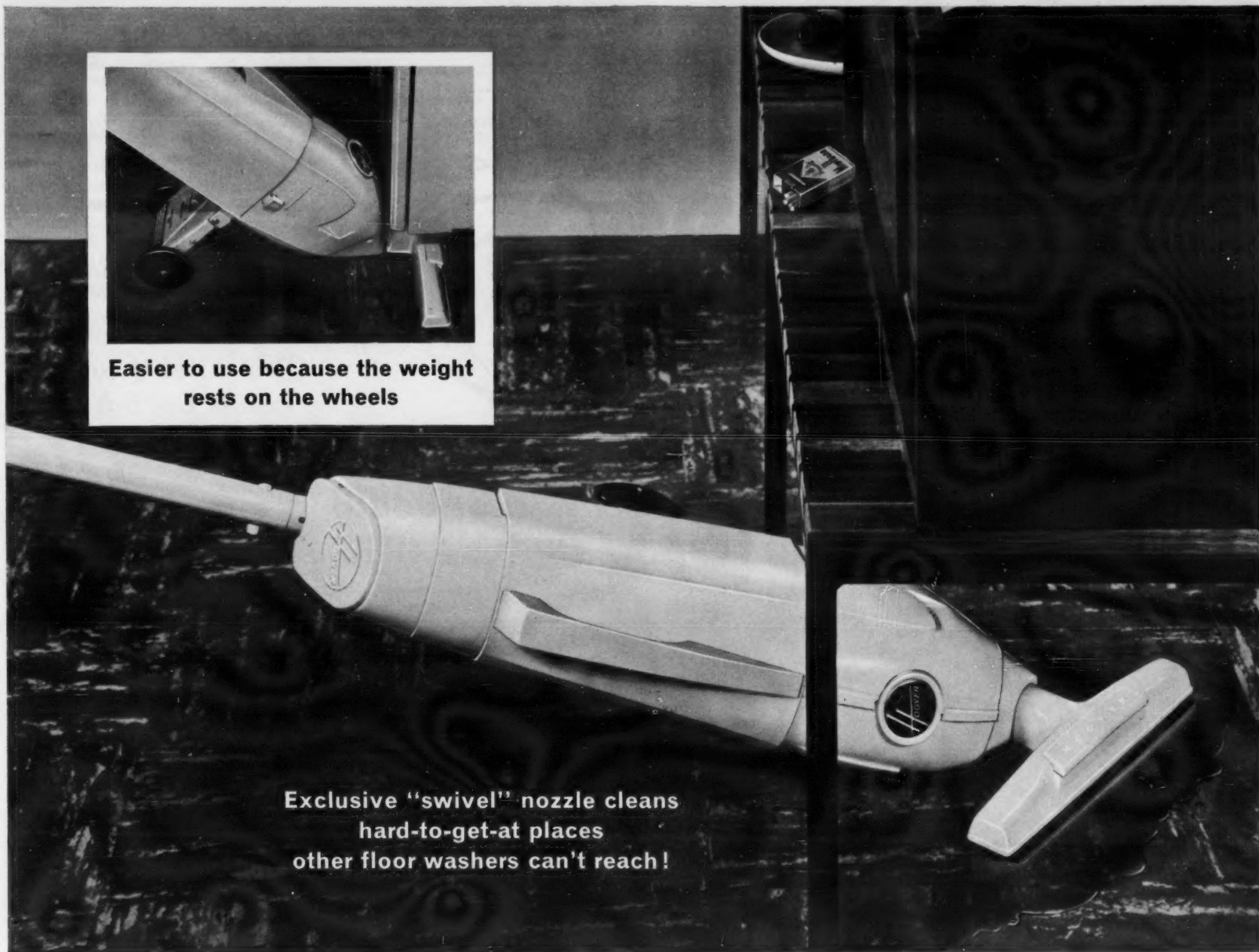
Another reason customers prefer

HOOVER

Most maneuverable floor washer made!



Easier to use because the weight rests on the wheels



Exclusive "swivel" nozzle cleans hard-to-get-at places other floor washers can't reach!

All the help you need to make the sale is built right into the Hoover Electric Floor Washer. Superior maneuverability... retractable wheels... detachable tank for easier filling and emptying... convenient finger-tip controls right on the handle... extra-large water capacity... no "dribble" after floor is dried—and the most saleable feature of all, genuine Hoover quality. Order from your Hoover representative. The Hoover Company, North Canton, Ohio.



HOOVER

ELECTRIC FLOOR WASHER



This Saturday May Be Your Last Chance...

... to reserve hotel space for the 1960 Electronic Parts Distributors Show, May 16-18, in Chicago.

There have been enough rooms allotted for the show, according to Roy J. Schneider, housing committee chairman, "so that we can guarantee hotel space for everyone who pre-registers." Return your hotel reservation request forms to the Electronic Industry Show Corp., 11 S. LaSalle St., Chicago 3.

Two educational seminars—one for distributor management and the other for distributor salesmen—will be held from 8 to 10:30 am, May 17 and 18. Jack D. Hughes, chairman of the meetings, suggested pre-registering for them too.

Sales of Heat Pumps Increase, Two Major Manufacturers Agree

And they're expected to jump even higher with the recent moves into northern climates.

York reported heat pump orders received during the first quarter were just about double the volume of 1959's first quarter.

"Our own sales records and those for the air conditioning industry in general show that the heat pump is accelerating in popularity more rapidly than any other segment of our dynamic business, with the exception of residential air conditioning," said Henry M. Haase, president of the division of Borg-Warner.

What about the future? Haase had

an answer: "Within just the past several years, the industrial heat pump has jumped the Mason-Dixon Line and demonstrated its applicability and reliability under a wide range of climatic conditions. I am quite sure we will see this pattern continue to develop on an even broader basis in the years ahead."

Carrier agreed with the prediction. "It is no longer necessary to confine heat pump marketing efforts to mild climates where warmer outside air or well water provide a supplemental source of heat," thumped Charles V. Fenn, Carrier Corp. vice president.

How Many Coin-ops? AHLMA Readies Data

The American Home Laundry Manufacturers Assn. has grabbed the thorn bush with both hands and started reporting coin-op sales. The figures will be handled by a new coin-op division within AHLMA and will be released only to manufacturers of commercial laundry equipment.

AHLMA was reticent to discuss the move at last month's Florida convention. But one industry leader told EM Week the coin-op division had been in existence since the first of the year at least and that first-quarter coin-op sales totaled about 58,000 units. That's apart from the 1,205,022 home laundry units sold in the first quarter of this year.

Carried a step further, though, that should bring 1960 commercial unit sales to close to 250,000—a healthy share of the home laundry market.

Coin-op sales drew attention at last year's AHLMA convention, but internal problems kept the association from reporting commercial unit sales until this year. AHLMA's final 1959 laundry sales figures, it was indicated, did not include sales of coin-op units.

RCA First Quarter: Profits Up, But . . .

... dividends were down, a fact which drew some grumbling from the 1,600 Radio Corp. of America stockholders, assembled at the corporation's 41st annual meeting last week in New York.

From behind an enormous director's table, backdropped with shelves of RCA products, Board Chairman David Sarnoff answered the grumblers: Profits had been pulled out of dividends and invested in RCA's number-one project—electronic data processing systems.

President John L. Burns picked up the explanation, calling investments in electronic data processing "money in the bank," which RCA would recoup later.

Stockholders heard nothing new about consumer products. But the old news was good news for them: Color TV sales were up 40%; portable radios, 72%.

Figures for the quarter, ended March 31: Sales, \$361,200,000, compared with \$321,800,000 for the first quarter of 1959; net profit, \$13 million, as against \$12.9 million; earnings per share of common, 85 cents, compared with 88 cents.

Here's the Japanese List

The first directory to list all American importers of Japanese radios and related appliances now is available.

Published by Kurt Barnard Associates of New York, the 44-page guide carries over 1,300 listings which represent the work of 70 importers of Japanese wares.

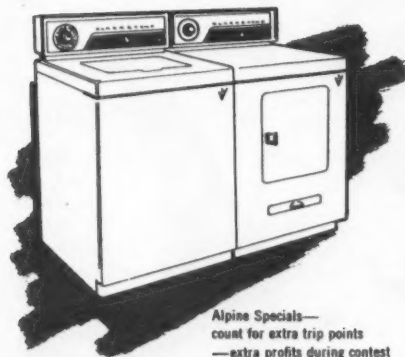
The guide, which is divided into 52 product categories, shows 126 firms importing housewares, 95 bringing in novelties and 32 specializing in cameras and photographic equipment. It sells for \$3.

BLACKSTONE'S ALPINE HOLIDAY IS GOING GREAT



And THERE'S STILL TIME FOR YOU TO GET IN ON IT

Ever wonder why appliance makers don't come up with a trip that's easy to win . . . even for the smaller dealer? This year—*Blackstone's got it!* A trip to the Laurentian Mountains, north of Montreal, Quebec. And it's right in the middle of Canada's summer tourist season . . . a good time for you to take off. Contest closes July 15, 1960. There's still time to get aboard, and winning is easy. See your Blackstone distributor right away and go Alpine—buy Blackstone.



Alpine Specials—
count for extra trip points
—extra profits during contest

This year...

Blackstone's GOT IT!

America's Oldest Washer Manufacturer . . . Since 1874

ELECTRICAL MERCHANDISING WEEK

VOLUME 92

NUMBER 19

LAURENCE WRAY

EDITOR

TED WEBER

MANAGING EDITOR

JAMES J. CASSIDY

Associate Editor

JOHN A. RICHARDS

Associate Editor

ANNA A. NOONE

Associate Editor

New Products

JACOB B. UNDERHILL

Copy Chief

FREDDA S. MILLER

Assistant Editor

DONALD S. RUBIN

Assistant Editor

B. H. SCHELLENBACH

Assistant Editor

FIELD EDITORS

BILL McGUIRE

Southeast Editor

KEN WARNER

Midwest Editor

GORDON WILLIAMS

Assistant Editor

MARTHA ALEXANDER

Edit. Assistant

HOWARD EMERSON

West Coast Editor

RESEARCH DEPARTMENT

MARGUERITE COOK

Research Director

JAMES F. SHEA

Research Assistant

MARJORIE FISHER

Assistant, Chicago

ART DEPARTMENT

BARBARA ELLWOOD

Art Director

MARIANNE FARRELL

Assistant

ELI W. GOLDOWSKY

Assistant

PAT McHUGH

Production Editor

DEPT. OF ECONOMICS

DEXTER KEEZER

Director

NEWS BUREAUS

JOHN WILHELM

Director, World News

GEORGE BRYANT

Director, Washington

Bureau

ATLANTA: B. E. Barnes

CHICAGO: Stewart W. Ramsey

CLEVELAND: Arthur Zimmerman

DALLAS: Marvin Reid

DETROIT: Donald MacDonald

LOS ANGELES: Kemp Anderson

SAN FRANCISCO: Jenness Keene

SEATTLE: Ray Bloomberg

FOREIGN NEWS BUREAU CHIEFS

LONDON: John Shinn

MOSCOW: Ernest Conine

BONN: Morrie Helitzer

PARIS: Robert Farrell

TOKYO: Sol Sanders

CARACAS: John Pearson

MEXICO CITY: Peter Weaver

BEIRUT: O. M. Marashian

CASWELL SPEARE

PUBLISHER

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. Publication Office, 871 North Franklin St., Chicago, Ill. See panel below for directions regarding subscription or change of address.

EXECUTIVE EDITORIAL CIRCULATION and ADVERTISING OFFICES: 330 West 42nd St., New York 36, N.Y. OFFICERS OF THE PUBLICATIONS DIVISION: Nelson L. Bond, President; Shelton Fisher, Wallace F. Traendly, Senior Vice Presidents; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator. OFFICERS OF THE CORPORATION: Donald C. McGraw, President; Joseph A. Gerardi, Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Vice President and Treasurer; John J. Cooke, Secretary.

UNCONDITIONAL GUARANTEE: Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvement are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if **ELECTRICAL MERCHANDISING WEEK's** editorial service is unsatisfactory, and will refund the proportionate price of any unmailed copies.

Single copies \$5.00. Subscription price in the United States and possessions: \$2.00 for one year. Printed in U. S. A. Second-class postage paid at Chicago, Ill. Cable address: "McGraw-Hill New York." Copyright 1960 by McGraw-Hill Publishing Co., Inc. All rights reserved.

SUBSCRIPTIONS: Send subscription correspondence and change of address to Fulfillment Manager, **ELECTRICAL MERCHANDISING WEEK**, 330 West 42nd St., New York 36, N.Y. Subscribers should notify Fulfillment Manager promptly of any change of address giving old as well as new address, and including zone number, if any. If possible enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send Form 3579 to **ELECTRICAL MERCHANDISING WEEK**, 330 W. 42nd St., New York 36, N.Y.

LETTER to the Editor

EDITOR, EM WEEK:

Why all the bally-hoo about central servicing?

My best customer-builder has been "out of warranty" central service labor rates and the fact that they do not operate on Saturdays, Sundays, holidays and after 5 p.m.

Too, not being brain-washed by a super-pressured company service manager, I can freely express my opinion of an appliance and agree with the customer, when and where feasible.

HENRY F. BOEHM JR.

WAPPINGERS FALLS, N.Y.

EM Week welcomes expressions of opinions from its readers for publication, subject, of course, to final editing and approval by editors.

Can Manufacturers Aid Service By Simplifying Product Design?

This was one of the major questions plaguing servicemen which came to light at sessions of the 11th National Appliance Service Assn. at the Wigwam resort, Litchfield, Ariz.

This major industry problem was tied to the costs of doing business, labor requirements and other elements requiring more efficiency. Aim of the discussions: To make servicemen represent the manufacturer better and still do a good job for the consumer.

The talks about this broad problem of service followed an address by S. A. Rugg, service manager for

the Toastmaster Division of McGraw-Edison. He pointed up the complex future electrical problems of consumers.

Other topics in shirt-sleeves seminars included branch operations and the growing trend of movement to the suburbs in pursuit of business.

The association voted to convene next April 17 in Atlanta, Ga., and to hold the 1962 convention in some Eastern resort town. A mail ballot will be conducted through the next three months to determine the locations. In addition, new association officers were elected.

24th in a series
of weekly Gibson
messages to
all appliance
dealers

BIG! COMPACT! QUIET!

GIBSON'S NEW TEXAN 2½ H.P.—WHOLE-HOUSE COOLING WITH A SINGLE WINDOW UNIT

Fits smaller space than many 1 h.p. units — yet it cools up to 1,500 square feet with comfort you can count on, no matter what the outside temperature! Wonderfully compact, its 27-15/16", 16-5/8", 34" dimensions easily fit typical living room windows.

It's whisper-quiet! Special dual fan operation, unique muffler and acoustical insulation — all exhaustively tested in Gibson's own acoustical test center — assure maximum cooling, minimum noise, day and night. Special setting on automatic thermostat produces accelerated cooling action when needed — ideal for pre-cooling party rooms, or for unusually hot or muggy days.

Plus features make the big Texan a big seller! Giant cooling coils, scientifically staggered for great efficiency, increase effective cooling and dehumidification. The Texan's dehumidifying action is as effective as seven dehumidifiers! Gibson Permachem filter kills 99% of trapped germs, ends odor-causing bacteria. Want a big, top-quality seller at a red-hot price? Ask your Gibson Distributor about the new Texan 2½ h.p. with cooling capacity of 21,500 BTU's (NEMA-CN-1-1958). Fresh air and exhaust. Four-way draft-free air distribution. Pull-out chassis for easy service. Sealed lifetime fan motors.



Waikiki College of Profit begins in heavenly Hawaii September 6th at the fabulous Reef Hotels. Pan Am Intercontinental 707 Jet luxury all the way. Register with your Gibson Distributor now!



WANT TO HEAD FOR HAWAII BY JET?

get going...get Gibson

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan

What They Saw at the N.Y. Fair

CONTINUED FROM PAGE 1

Statistically alone, the array of products was overwhelming. Sixty-five nations, ranging from Argentina to Yugoslavia, combined to show about \$80-million-worth of goods in over 3,000 exhibits on the Coliseum's four floors.

Spectators had the feeling they were seeing the world packed into four acres. And they were.

A trip around the fair was a trip around the world. The assortment of goods ranged from heady Spanish perfume to green spaghetti. In between there was something to suit everyone's taste and pocket book . . . sports equipment from India, fashions from Israel, stemware from Korea.

What's more, a hike around the Coliseum brought "tourist fatigue" as real as the kind you get tramping along the world's famous thoroughfares.

It only took a quick glance at the booths to show that the Japanese had landed in force. Represented were 100 private companies, 6 trade associations, 17 commercial organizations and the government. All told, it was the largest single display of Japanese goods ever accumulated for a single showing at any foreign fair.

What did it add up to? Most merchandise—both European and Japanese—was being shown for reaction. The companies wanted to see if their prices (which were far from firm) were competitive and if they could interest key distributors and sole agents.

After getting their feet wet, this way, manufacturers would return home, evaluate results and then make a decision about competing in the U. S.

One reaction was apparent: Many manufacturers were shocked at the lowness of U. S. prices.

Here's an idea of what was there:

JAPAN

Sony Corp. was showing a full line of radios (12 models) and a stereo tape recorder as well as dynamic, condenser and one-way wireless microphones. The suggested retail price on the smallest radio there,

a six-transistor pocket model, was \$34.95. And an AM-FM 12-transistor model was going for \$99.95. Sony also was claiming that it had produced the first transistorized FM radio in the world. The company's 7-11 home radio, transistorized with battery, was selling for \$79.95.

Toshiba was showing a UL-approved electric rice cooker, but still was investigating the U. S. market to see if it was practical to bring in any more electric housewares. Also at the booth: A four-transistor hearing aid going for \$29.95 and a battery-operated one-head rotary shaver for \$19.95. The hearing aid was "worth 100 bucks retail" compared to similar American models, according to Robert Henry, company sales manager.

Fuji Denki Co., a fully integrated company with an appliance division, didn't show its biggest piece of news—plans to bring its full line of UL-approved domestic appliances to the U. S. before the end of the year. That includes refrigerators, washers, air conditioners, hand irons, toasters, dryers and television. Right now, the company is selling transistors here and will bring in an electric juicer for the health and restaurant markets. Shown, but not priced, were two fans. Ultimately, a full line of six to eight fans will be brought in. The fans at the fair, three-speed, oscillators, had plastic blades and bodies and looked to be quality.

Hayakawa is planning to bring in a whole line, which includes a full slate of small appliances and white goods, by the end of this year or the beginning of 1961, according to a company spokesman. Under the American trade name "Sharp," the company is showing an eight-inch all-transistor TV set, which will retail for under \$200 in the United States.

The company's electric housewares at the show, complete with tentative U. S. retail prices, ran this way: Small portable roaster, \$12-\$15; vacuum with accessories, \$50; steam iron, \$15-18; disposer, \$60 or \$70. The company still lacks UL approval.

Mitsubishi was showing fans—the company brings in only radios now—but had no idea of what retail prices would be in the U. S. The six fans at the show ranged from 8-in. buzz models to 13-in. oscillators. None has UL approval.

FRANCE

Most significant perhaps is the organization of a Western European passport at the U. S. refrigerator market. The probe, wielded by Jean Schreder, of S. A. Royal Corp., Montrouge, France, is velvet tipped. He heads a group of European common market refrigerator makers from France, Italy, Germany, Sweden, etc., all of whom make boxes from 2.5 cu. ft. to about 6.5 cu. ft., with a top of 8 cu. ft. Their move into U. S., Canadian and other foreign export markets is a co-operative one, but Schreder insists that it should not be considered an "invasion."

"We don't want to invade," he said in fine English. "We want to be invited, not just tolerated."

Schreder figured there's a market for about 120,000 units of "secondary" refrigerators (game rooms, cottages, doctor's offices), which U. S. makers are not aiming for. Why? It would cost them too much to release production from the hugh 13-cu.-ft. hot numbers now dominating the American industry.

On the other hand, Europe does not make big units. Schreder figured that a mutual trade pact between the U. S. and Europe would bring a flow of small boxes here and a flow of bigger boxes—or equivalent value in other goods—into the European common market.

Currently Schreder is sounding out the U. S. Commerce Department and "labor union" sources here to soften the way and explain his non-invasion philosophy.

He also is seeking sole agents—one per brand—for his small stable of manufacturers. He figured five, or six countries would take 20,000 to 30,000 pieces each of the small, highly styled (porcelainized, color) boxes. Retail prices in the States: About \$140 to \$250, depending on size, with 22 to 25% gross margin for the dealer. Schreder's group also is ready to private brand for any U. S. maker here. Finally, he's prepared to follow the refrigerators with chauffages electriques—that's automatic washers, Harrr.

Laden, showing a tumble action washer, was in New York for the first time and ready to sell direct to dealers. The washer would cost a dealer about \$120 FOB New York, according to a company spokesman. Producing about 100,000 pieces a year, the company claimed to be the largest washer manufacturer in France, and may offer a discount on large orders. Estimated shipping time: 8 to 15 days.

Frimatic, of Paris, weighing in with a five-model line of refrigerators, was willing to sell in the U. S. if it could find the "right agent." New York warehouse prices on the line ranged from \$110 to \$171. The models go from 4 to 9.25 cu. ft.

Vedette, with two washers, 9- and 13-pound capacities, was in the U. S. looking for a contractor to manufacture them. Working on electricity, gas or bottled gas, the tumble action washer has a 55-minute cycle. Prices? FOB France might be \$170; in U. S. might hit retail list of \$380.

INDIA

The Indians were showing items for export, but anyone interested had to make contacts in India to get a franchise. There were no prices, either selling or authorization, being handed out at the fair.

But the Indians were showing plenty of electrical appliances and accessories; for instance, kettles, iron hot plates, wall sockets and plugs, electric bulbs, stoves, electric fans and electric motors.

Fans were from Jay Engineering Works Ltd., of Calcutta, under the

brand name Usha. Some sizes: 12-in. and deluxe 16-in. buzz fans; wall and pedestal fans at 16 in.

BELGIUM

Set up by the Belgium government, the exhibit stocked items for manufacturers who were looking for agents. Some of the appliances: A Decomix, which you hold like a gun, has blender blades at one end of the barrel and in the deluxe model, a coffee grinder on top. Landed in New York, the deluxe model costs \$14, the stripped model (no coffee mixer) costs \$4.50.

A motorless gas rotisserie at the booth used heat vanes to rotate a chicken vertically. And there was a small coffee grinder, which looked like a blender.

Last year, the Belgians made three manufacturer contacts and, according to Andrew Vermeesch, assistant manager of the exhibit, are doing good business on 1959's items.

ITALY

Stradolin is offering a full line of chord organs, beginning with a table model at \$99.95 (legs \$10 extra), and running up to \$139.95 and \$159.95. This year two consoles, at \$119.95 and \$269.95, were added.

This is the company's second year at the exhibit and Edward Feldman, manager of the New York branch office, expected business to take off. One of his reasons: Stradolin is no longer having trouble getting motors for the electric organs.

The merchandise is available at 40% off to dealers. And distributors can buy at 50 and 5.

Uropa, which also gets merchandise from West Germany and then uses its own label, was showing a line of absorption refrigerators, ranging from 1.6 to 7 cu. ft. The biggest small box comes with push-button automatic defrost, and will probably sell in U. S. for about \$229.95.

Compression refrigerators started at 3.8 cu. ft. and went to 7.4

Big item for Uropa figures to be a 4-cu.-ft. freezer-only, which may retail for from \$179 to \$189.

Foreign Interest Lags In Chicago's Fair

With the opening of the Chicago International Trade Fair just over a month away, only Japan has indicated it will display much in the way of electrical products and then only the familiar transistor radios, small fans and cheaply made sewing machines. The German national exhibit will ignore radios, television and appliances entirely, although Grundig may once again have a separate display. British, Italian and Dutch manufacturers remained mum on plans.

The trade fair at half-mile-long Navy Pier and the two older Markets at the Merchandise and Furniture Marts all open June 20, creating the biggest summer Market package Chicago has ever offered.

For most buyers, the International Fair will now be only a welcome break in the summer Market grind. Promised are geisha girls and lunch aboard an ocean liner.

Trade Problem Posed By Appliance Industry

A score of U. S. appliance industry representatives told Commerce Department foreign trade officials last week that export sales are being crimped by manufacturing and shipping subsidies which many foreign governments grant their own exports to third-country markets.

Domestic appliance makers thus raised a new trade policy problem for Washington officials who are compiling a list of U. S. complaints to press at forthcoming international meetings under the General Agreement on Tariffs and Trade (GATT) at Geneva next fall.

The administration is trying to promote more U. S. exports to offset the nation's international balance of payments deficit.

Spokesmen at the Washington meeting also urged that broader export credit insurance be made available to U. S. exporters.

NEW...REVOLUTIONARY! REMOTE CONTROL AIR CONDITIONER



This neat, compact control panel . . . easily movable to any location . . . permits full regulation of all air conditioner operation from remote positions within the room.

EXCLUSIVE...for RCA WHIRLPOOL dealers! Offering dramatic, new sales-closing features with unique demonstration qualities never before available!



Here's the air conditioner . . . new as tomorrow . . . that makes possible exciting, sales-compelling store demonstrations—demonstrations that lead to quick sales. The RCA WHIRLPOOL Remote Control Air Conditioner is first in the field and will be first in demand by your most discriminating customers. The ease with which this revolutionary NEW remote feature can be demonstrated makes the selling of air conditioners a real and profitable pleasure.

Imagine, if you will, a compact remote panel with dials that control the fan, cooling, heating and air volume. Push switches on the panel that control the exhaust, horizontal and/or vertical air movement for healthful air circulation. A thermostat in the panel that brings new satisfaction of comfort right to the location of the remote control panel. Colored lights on the air conditioner indicate when each operation is in progress.

This is beyond question the ultra in air conditioning convenience in homes, offices and hospitals . . . for the millions of people whose standard of living demands only the finest.

The prestige of absolute leadership brought to the RCA WHIRLPOOL Air Conditioner line through the introduction of this remarkable new remote control model puts the stamp of quality on the complete line. It helps you sell all RCA WHIRLPOOL models easier . . . faster . . . more profitably.

Demonstrate this new model on every occasion. You'll find the reaction most gratifying. And you'll want to feature your demonstrations in your advertising. Have your RCA WHIRLPOOL distributor give you all the facts.

Another reason why it's easier to sell RCA WHIRLPOOL than sell against it!



Your family will love our family of home appliances

Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Magnavox...the franchise in

PROOF

► "We believe in Magnavox... promote and sell it hard... and profit!"

... says Russ Carlson, Santa Monica, California, Magnavox Franchised Dealer, in an interview with Al Bernsohn that appeared in HOME FURNISHINGS DAILY, Monday, March 14, 1960.

Carlson's salesmen make a minimum of \$10,000 a year and earn it, according to Russ Carlson, whose appliance business grosses more than \$1 million a year. "Considering today's industry conditions, it is very doubtful whether we would remain in the TV business if it were not for the many advantages of our Magnavox franchise," states Russ Carlson.

"Choose your lines carefully, then stick to them," believes Mr. Carlson. He started selling Magnavox many years ago and says, "We believe in the Magnavox way and the product and promote and sell it hard! That's why Magnavox TV and Stereo sales are in Number One position in Santa Monica."

Take it from Russ Carlson and his salesmen—the most prosperous dealers today are those with a Magnavox franchise. Frankly, isn't it time YOU thought about getting a Magnavox franchise?*

7 reasons why the Magnavox Way is the industry's most profitable franchise:

1. Magnavox limits the number of dealers in each market. Less than 2% of all dealers nationally are franchised by Magnavox. The top dealers (including appliance, music, furniture and department stores) average \$150,000 each—ranging from \$100,000 to \$2,000,000 at full list and full profit.
2. Because of lower selling and lower manufacturing costs, Magnavox provides profit margins up to 20% higher than competition—and guards these margins against discounters.
3. Because Magnavox manufactures its own cabinets and many of the quality components, Magnavox list prices—actual selling prices—are from 20% to 50% lower than comparable models in other brands.

4. Magnavox is the prestige line that sells in volume. Product superiority, performance, style selection and value make Magnavox out-sell all other brands in franchised stores.
5. Magnavox television prices range from only \$199.90 to \$650.00.
6. In recent months, Magnavox sold one third of all industry's 24" TV sets—more than 50% of all Magnavox TV instruments sold were 24".
7. Magnavox stereophonic high fidelity instruments—which range from \$79.90 to \$1200.00—lead all major competitors in units sold and profit margins to dealers.

most profitable the industry

**NEVER BEFORE SUCH
GREAT VALUES! ALL
SELLING IN VOLUME
AT FULL MARK-UP!**

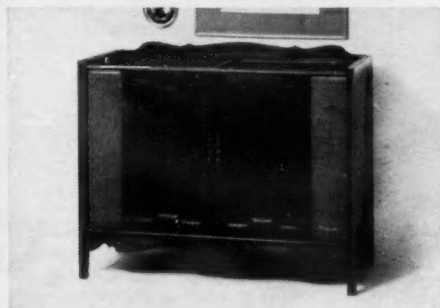
**NEW! All-in-one instrument includes
Stereo Hi-Fi FM/AM radio and pho-
nograph with record storage, too!**

Outstanding Stereophonic High Fidelity radio-phonograph value! Superb FM/AM radio; exclusive Magnavox precision automatic changer with Stereo Diamond pick-up. 4 high fidelity speakers—two 12" and two 5"; a compartment for 50 Stereo or LP records. Also available in cherry, dark American or light Danish walnut finishes.



STEREORAMA—\$239.50 IN MAHOGANY

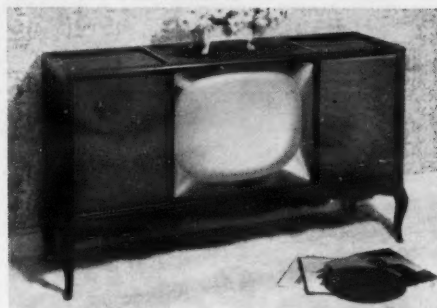
STEREO SYMPHONY—\$269.50† IN TRADITIONAL MAHOGANY



Most complete line of all-in-one Magnavox Stereo, styled for every setting, every budget. All with top quality Magnavox components and craftsmanship to give thrilling "living stereo" realism. Phonograph and radio-phonograph console instruments from \$149.90 to \$1250.00.

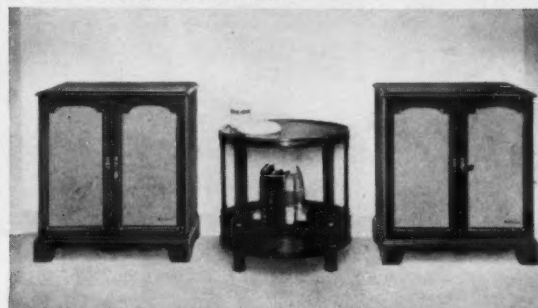
†With FM/AM radio, in mahogany, \$299.50.

STEREO THEATRE 24—\$595.00



Magnavox all-inclusive Stereo entertainment centers lead the industry in sales... TV, FM/AM radio and stereo phonographs in beautiful furniture creations. Magnavox has the industry's *only* full line of Stereo Theatres in a wide variety of styles and finishes from \$399.90 to \$695.00.

BERKLEY—\$359.50 IN GENUINE MAHOGANY

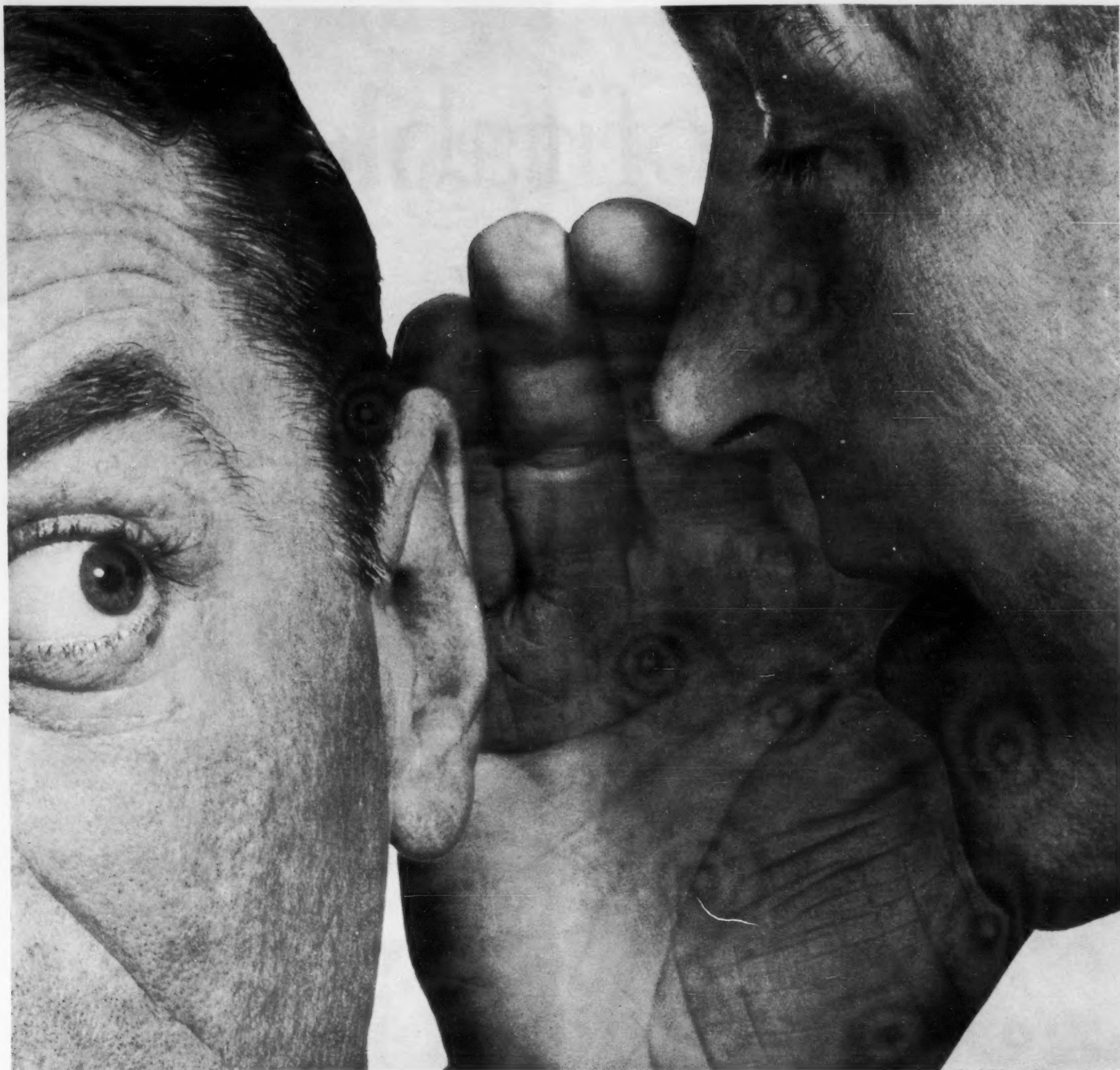


Space separated Stereo, too! Superb 8 speaker stereo Hi-Fi phonograph system in *identical* traditional furniture for the customer who wants space separated stereo, magnificent Magnavox quality throughout. Also available with optional extra FM/AM radio. A wide selection of other space separated instruments too in a variety of styles and finishes.

*there are still a few Magnavox franchises available in some markets for qualified dealers.

Magnavox

WORLD LEADER IN STEREOGRAPHIC HIGH FIDELITY AND QUALITY TELEVISION
The Magnavox Company, Fort Wayne, Indiana



Never before

news on every retailer's

lips — the 1960 Westinghouse Program of Innovations in Portable Appliances! Here it is only May, and already retailers coast-to-coast tell us they've never seen anything in the trade to match the sales-attracting power of our series of "never before" products, promotions, and merchandising. We're proud, of course, but we're not resting on our laurels. Not by a long shot! Coming your way are dozens more new products and selling ideas — plus the best advertising we can buy to back up your selling efforts. We want to be certain that when you tell a customer "You can be sure...if it's Westinghouse" you're talking about the most needed—most wanted—and best portable appliances in the entire country!

Westinghouse

INNOVATIONS in Portable Appliances



MORT FARR says

'It Takes Planning To Stay in Business'

This may come as a surprise to some dealers, but from now on to stay in this business and be successful is going to require both short and long-term planning. I am quite conscious of our immediate problems, but am more concerned about what I need to know to be sure to be able to be in business for the next five or ten years. In fact, I believe that if a dealer doesn't expect to be around for that period he might do well to get out now.

It will be an era requiring all the luck and experience of those hardy dealers who've survived the last 10 years, plus new skills in management in order to make a profit and grow.

In the decade ahead we can expect increased unit and dollar volume and fewer dealers, but those who are left will be larger, stronger financially, more ambitious and hence more competitive. If we expect to be one of those fortunate enough to be around 10 years from now, we had better take steps now to insure having adequate capital to do the volume possible.

We have all been hearing about the Soaring '60's and the Golden '60's for some time, and many expected that after January 1st all would be smooth sailing. This has not been the case and if you are having problems just equalling 1959 sales figures, you are average. We dealers expected shortages of merchandise due to the steel strike. We were told that prices would have to go up and of course, that boom times were coming. All of these factors combined caused us to build our inventories.

While business is quite satisfactory we are disappointed that this first quarter of the first year of the Fabulous '60's just hasn't measured up to our expectations. Overall, 1960 probably will be a record year in gross national product, and while it may not reach the predicted \$530 billion, it will surely exceed \$500 billion, and a half-trillion-dollar way of life should give us enough business to live off.

Perhaps it is well that we did not have the promised boom. It may eliminate a slow-down or recession that may have occurred in '61, thus good business may go on for much longer and we now realize that we are going to have to work for prosperity—it won't work for us.

If we are going to stay ahead of competition we are going to have to find new ways and new methods to bring our products to the attention of our customers and be sensitive to their changing buying habits. Our factories are now spending huge sums on research and this will accelerate the introduction of new products in our field. We shall have to match this creativity with some of our own. Perhaps just as a scientist has to think in order to bring forth a new invention, we shall have to sit down once in a while and just THINK.

We should be thinking where we

want to be five years from now and how we are going to arrive there. What image do you want to present to your customer? What is the philosophy of your business? And, above all, why should customers buy from you? Is your store location proper for an expanding business? Are you in a growing community or a decaying one? Is the store

large enough to do the anticipated volume? Or, is there room close by to expand? How is the parking situation? Do you have sufficient capital to do the volume you anticipate, or the means to get it? Is your present personnel capable of running the business if you do the increased volume you are thinking about?

Personally I expect to have to work harder than ever and be always on the alert for new products and promotion and to learn all I can about being a better planner and manager. I shall read all I can in the trade press and go to the NARDA School of Management in August. I shall continue to attend all sales meetings and conventions to learn from other dealers, not only how to do better but what not to do. I expect to continue to expand my service opera-

tions and operate them at a profit. The service business is perhaps the most promising of tomorrow.

I shall try to cash in on the promotion and sale of new products as they come on the market and confidently expect that in not over two years I will be selling color television like we sold black and white in the most prosperous times. I'll be looking for the opportunities to merchandise the new electronic refrigerators and air conditioners and electronic cooking, as well as ultrasonic washing of dishes and clothes and expect a whole new industry on various kinds of uses of magnetic tape; and finally, I'll be looking for more and better ways to advertise my business.

As I sit and write this with my left hand in a cast, I also expect to stay off ice skates from now on.



With Republic's new *Traditional Finish* the kitchens business and dealer profits are better than ever!

Traditional is just what the homemaker ordered. A vinyl of beautiful and natural grain inseparably bonded to Republic Steel Kitchen door and drawer fronts. Warm natural tones that complement the crisp, clean Republic colors. Natural tones with the appearance of fine furniture and gracious living.

With *Traditional* available in Republic's big line—there's no sale you can't make. Send coupon for complete information and color sample.



This is a reproduction of the grain pattern of *Traditional Finish*. Actual surface has the warmth, touch, and tones of a natural finish.

WHY STOCK TWO...when one will do

REPUBLIC STEEL'
Kitchens

REPUBLIC STEEL • BERGER DIVISION
CANTON 5, OHIO

REPUBLIC STEEL KITCHENS, DEPT. C-9205
1156 BELDEN AVENUE • CANTON 5, OHIO

Please tell me more about Republic's *Traditional Finish* and send color sample.

Name _____ Title _____
Firm _____
Address _____
City _____ Zone _____ State _____

Recent Economic Growth — The Numbers Game

If it truly portrayed recent rates of economic growth in the United States, the report on employment, growth and price levels recently issued by the staff of the Joint (Congressional) Economic Committee would point up scarcely less than a national disaster. Among other things, it would document impressively Premier Khrushchev's crack that "the capitalist steed the United States is riding . . . is worn out."

One of the major findings of the Joint Committee's staff (in the Eckstein Report, named for its staff director Otto Eckstein) is that between 1953 and 1959 the average rate of growth of physical output in the United States was only 2.4 per cent per year. This is scarcely more than half the average annual rate of growth of 4.6 per cent the staff found to have prevailed between 1947 and 1953.

Happily, however, the report does not reflect the basic economic realities. Its finding on relative

rates of economic growth for the two periods is a statistical *tour de force* which, by the selection of certain figures and certain dates, distorts the record of America's long-term economic growth.

Playing The Numbers Game

By the selection of appropriate starting and terminal periods it is possible to document almost any rate of economic growth that is desired. The table at the bottom of this page shows you how this can be done. It will also show you how the Eckstein staff worked out its shocking contrast in growth rates. The table is built like a schedule of airplane fares between different cities. The postwar years 1946 through 1959 are put down on two axes. One runs down the left hand column, the other runs across the top of the table. Put your finger on the point where the two axes intersect and you have the average rate of growth for the period covered.

ANNUAL AVERAGE GROWTH RATES OF THE U.S. ECONOMY, 1946-1959*

(Percent increases, starting year to terminal year, of GNP in 1954 dollars).

Starting Year	Terminal Year													
	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
1946	X	-0.1	-1.9	-1.2	3.0	3.9	3.8	3.9	3.2	3.7	3.6	3.4	2.9	3.2
1947	X	X	3.8	1.8	4.1	4.9	4.6	4.6	3.7	4.2	4.0	3.8	3.2	3.5
1948	X	X	X	-0.1	4.2	5.3	4.8	4.7	3.6	4.3	4.0	3.8	3.1	3.4
1949	X	X	X	X	8.7	8.1	6.5	6.0	4.4	5.0	4.6	4.2	3.5	3.8
1950	X	X	X	X	X	7.4	5.4	5.1	3.4	4.3	3.9	3.6	2.9	3.3
1951	X	X	X	X	X	X	3.4	3.9	2.0	3.5	3.2	3.0	2.2	2.8
1952	X	X	X	X	X	X	X	4.4	1.3	3.6	3.2	2.9	2.0	2.6
1953	X	X	X	X	X	X	X	X	-1.6	3.2	2.8	2.6	1.6	2.4
1954	X	X	X	X	X	X	X	X	X	8.1	5.1	4.0	2.4	3.2
1955	X	X	X	X	X	X	X	X	X	X	2.1	2.0	0.5	2.0
1956	X	X	X	X	X	X	X	X	X	X	X	1.8	-0.2	2.0
1957	X	X	X	X	X	X	X	X	X	X	X	X	-2.3	2.0
1958	X	X	X	X	X	X	X	X	X	X	X	X	X	7.0
1959														

*Compound rates of growth

Following this procedure, you can find growth rates ranging all the way from -2.3 per cent, between 1957 and 1958, to +8.7 per cent, between 1949 and 1950, along with almost any other rate you would choose for various years and sequences of several years over the postwar period.

For example, if you want to demonstrate that the postwar growth rate through 1953 was less than 4% per year, you take off from 1946, include a drop of 0.1 per cent between 1946 and 1947, and come up with a growth rate for the 1946-1953 period of 3.9 per cent. But if you want to show it was quite high, you take off a year later, from 1947 (which drops out that dismal -0.1 per cent for 1947) and come up with a fine growth rate of 4.6 per cent for the 1947-1953 years.

Statistical Hocus-Pocus

That's what the Eckstein staff did. It took off at one end from a year when there was just about no growth, went to the Korean War boom year of 1953 at the other end, and got that average growth rate of 4.6 per cent. Then it took off from the Korean War boom year of 1953 and ran to the year 1959, when business was recovering from a recession and suffered through a steel strike of 116 days, to come up with its 2.4 per cent growth rate for the second postwar period. As the table indicates, by taking off a year later (1954) the average growth rate would have become 3.2 per cent, and if the take off had been 1949 it would have been 3.8 per cent.

There are those who, in nontechnical terms, would characterize this as statistical hocus-pocus. There are also those who would see in it an element of political hocus-pocus, too. This is because the years 1947-53, when the Eckstein staff found there had been the healthy 4.6 per cent growth rate, were roughly years when we had a Democratic president, while the anemic growth rate of 2.4 per cent it calculated for the subsequent years was for years of a Republican presidency.

Actually it can be shown that the civilian part of our economy has had more rapid growth during the Republican administration than it had during the Democratic years. If military expenditures are subtracted from the national output, the resulting growth rate for 1953 to 1959 is slightly higher than for 1947 to 1953.

However, we do not question the *bona fides* of the Eckstein staff. **But we do assert that it has produced a statistical picture of the postwar growth of the American economy which is dangerously misleading both at home and abroad.**

Abroad, the report appears to give official documentation to the propaganda line that the Soviet economy is running rings around the U.S. economy in growth, and that it is Communism a country should choose if it really wants to develop rapidly. Building on a much smaller economic base than the U.S.A., the Soviet Union — as well as almost every less advanced nation

in the world — is bound to show a larger percentage increase in output than the U.S.A. But the Eckstein staff calculation gives the Communists ammunition they don't deserve.

Are We Facing A Crisis?

The contrast drawn by the Joint Committee staff in postwar U.S. growth rates suggests that we are facing scarcely less than a crisis through paralysis of our economic growth which calls for drastic remedies. But this, as the full 1947 to 1959 growth record set forth in the table makes clear, is very definitely not the case. Our over-all postwar rate of growth, as measured by the gross national product in physical terms, has been 3.5 per cent per year, a rate nearly double the long-term growth rate of 2 per cent per year between 1909 and 1939. In the continuing fluctuations in the rate of growth which more or less inevitably characterize a relatively free economy, we have had some downs in recent years. **But our economy is now on the upbeat again. And at the end of this year, the U.S. economic growth rate for the postwar period can be expected to be 3.7 per cent per year.**

It is extremely important for the United States to continue to maintain this rate of economic growth or even to surpass it. Upon this effort depends our capacity to meet our defense requirements without dangerous strain, to provide an adequate margin for foreign aid, to improve our own productive facilities, and to continue to raise our own standard of living.

How not only to maintain but possibly improve upon our postwar pace of economic growth will be the subject of strenuous debate in the months ahead. However, the debate will have a much better chance of being constructive if the postwar growth record is seen in proper perspective. To this end one of the first things to do is to junk panic rousing statistical portrayals such as that in the Eckstein report.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C. McGraw

PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

BETTER LI



BORG-WARNER'S BETTER LIVING KITCHEN FOR 1960. The new Norge Never-Frost refrigerator ends the nuisance of defrosting *forever*—even in the freezer section. In Norge's built-in wall oven, you can broil and bake at the same time. The cook is always in command with the Custom Control Panel of the Norge countertop range. Brightening this workaday world is color-coordinated, too, in the spacious Ingersoll-Humphries sink. And a York air conditioner and KoolShade sun screens keep the kitchen comfortable, 'round the clock and 'round the calendar.

VING

BY BORG-WARNER

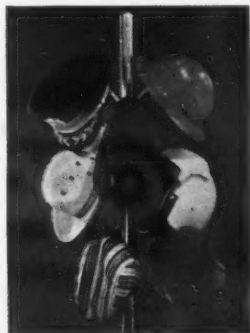
A report on the far-reaching ways
in which a dynamic corporation helps
enrich the lives of millions

The modern refrigerator has made a museum piece out of the old-fashioned icebox. Heating a home once involved manual labor, now requires only the touch of a thermostat. Gone are legs on bathtubs. Hand fans of yesteryear have given way to fingertip-controlled air conditioners. And down are many clotheslines—replaced by automatic dryers.

Who wrought the revolution? The divisions and subsidiary companies of Borg-Warner Corporation helped importantly by developing new and better home equipment.

The Norge refrigerator was *first* with adjustable swing-out shelves—*first* with an automatic ice cube maker, in both gas and electric models. The *first* successful home air conditioner went down in history with the York name on it (1935)—leadership evident today in York's new Heat Pump that warms and cools by using only outside air and electricity. The three newest ideas in residential plumbing fixtures are *all* products of the Ingersoll-Humphries Division. The *original* multiple-layer aluminum foil insulation is Alfol, and the *original* solar screening is KoolShade—both products of Reflectal Corporation, a B-W subsidiary.

Rest on laurels? Never. At the Roy C. Ingersoll Research Center in suburban Chicago, Borg-Warner is forever designing, testing, analyzing—creating equipment destined for homes of the near and distant future.



The 7 Hats of Borg-Warner . . . (top) national defense; oil, steel and chemicals; (middle row) agriculture; industrial machinery; aviation; (bottom) the automotive industry; home equipment.



BORG-WARNER®

It's a better product when Borg-Warner makes it

Borg-Warner Corporation • 200 South Michigan Avenue • Chicago 4, Illinois



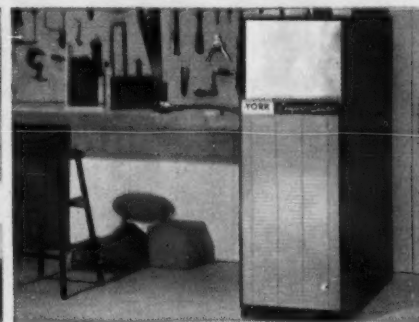
"COLOR MAGNIFICENCE" is yours in the complete lines of cast iron, steel and china residential plumbing fixtures by B-W's Ingersoll-Humphries Division. All are available in six pastels, including three 1960 House & Garden Magazine selections, plus white.



A SINGLE OPERATION washes, rinses and fluff-dries in Norge's gas or electric Combination Washer-Dryer (can also be used as separate washer and dryer). One setting washes your delicate synthetics safely; another gets soiled denims perfectly clean.



A MIDSUMMER NIGHT'S REST is assured in a bedroom cooled healthfully by "library quiet" York air conditioning, available from install-it-yourself window model to a central system. You just dial your choice of comfort level; York maintains it, automatically.



A LIFT FOR LIFE. York Comfort Center cools and dehumidifies in summer, heats and humidifies in winter—purifying air electronically. Two flames of York's gas-fired Silver "V" furnace heat far more efficiently than a single flame—yet use no more fuel.



SUMMER COMFORT: KoolShade, the quality solar screen that blocks out sun's hottest rays (note contrast where door is open!), keeps porch and house up to 15% cooler, glare-free—yet has complete visibility. A product of B-W's Reflectal Corporation.



BUILDING? REMODELING? Reflectal's Alfol Aluminum Foil Insulation is clean to work with, easy and economical to install. The miraculous foil reflects summer heat out, makes your home 15° cooler—reflects winter heat in, cuts fuel bills as much as 35%.

Also serving homeowners is the B-W Acceptance Corporation, with offices in principal cities, which finances appliance purchases to suit your budget.

WHAT BORG-WARNER MEANS TO YOU!

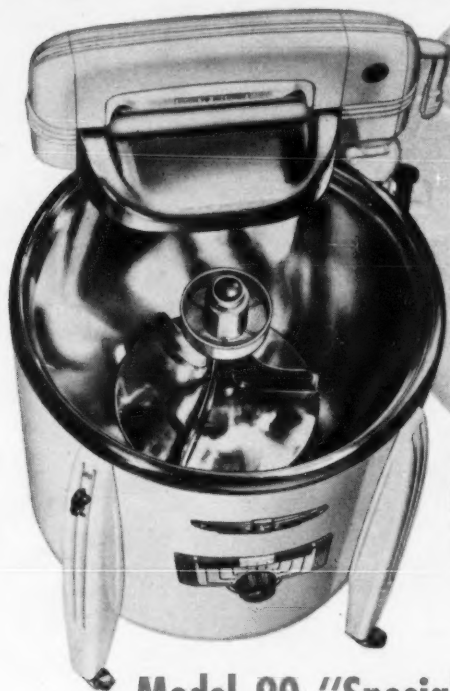
Many Borg-Warner products contribute essentially to your well-being. The preservation and preparation of food, for example. Others add immeasurably to comfort and security, like heating and cooling of your home. Still others, such as automatic washers and dryers, free the homemaker for more happy moments with her family. A state of well-being, an air of security, an atmosphere of happiness—these, then, are the "by-products" of the many products made for the home by Borg-Warner Corporation.





HERE are **2** quality-featured
Spring-Sale "Specials"
priced to give you a good

PROFIT



Model 90 "Special"
with Stainless Steel Tub
and Lint Catcher

Once a year this powerhouse of value is made available to Speed Queen dealers. It is a highly successful promotional unit. Wringer washer quality doesn't come any better. Any woman looking into the stainless steel tub can see it! Yet it can be priced \$40 to \$50 less than comparable competitive quality — and still net a satisfactory dealer profit. Try it!



Model A26 "Special"
2 Cycle Automatic

Here . . . for the first time . . . Speed Queen offers a 2 cycle, quality-built unit priced to retail as low as \$199.95. What makes this price *sensational* is the fact that the mechanical "innards" of this machine are basically the same as Speed Queen's highest priced models — which, for dependability, ranks No. 1 in these United States. Here again is unmatched VALUE!



Write, wire or phone **SPEED QUEEN** A Division of McGraw-Edison Co., Ripon, Wis.

the
QUALITY-PROFIT
line

SPEED QUEEN

Air Conditioners Are Big Business . . .

for Star TV & Appliance in Baltimore which does \$150,000 a year in room units. And each year, 30% of this volume is done before the air conditioning season really opens

By JOHN A. RICHARDS

By operating in this way Rena and Moe Hoppenstein have created what may be the prototype "Ma and Pa" store of the future—a low-margin outlet with at least one primary specialty. Until a few years ago they had a downstairs store at the intersection of Mulberry and Eutaw streets in downtown Baltimore. When their landlord hit them with higher rent, they moved to a second-floor location at 400 W. Mulberry.

Their present showroom is about 2,500 square feet. A part-time bookkeeper, one full-time and one part-time salesman constitute their help. For the rest, Moe Hoppenstein concentrates on the buying and selling chores. When he's absent, his wife,

Rena, runs the operation. She also guides the daily flow of office routine, chips in with selling and contributes ideas on total merchandising.

The Hoppensteins consistently refer to themselves as a "Discount Warehouse Super Market." On their salesfloor are major appliances of all kinds. They also sell TV, hi-fi and stereo, radios, electric housewares, photographic supplies, etc.

They are, therefore, not air conditioner specialists. But they have made air conditioners a "pet." But in so doing they've taken on the air of a specialist, because air conditioner sales amount to 30% of total volume.

"We're not specialists," says Moe Hoppenstein, demonstrating an air conditioner, "but we give specialized product information and wide selection." ▶



AIR CONDITIONERS ARE BIG BUSINESS CONTINUED

A big floor display, stocking in depth and year-round promotional efforts produce 600 sales annually for Star

"The air conditioner is basically a low-saturation item," argue Rena and Moe Hoppenstein. "Unlike a refrigerator or any other appliance, sales don't stop with one unit in a home. Air conditioners are good for multi-purpose sales. And that's why we give them special, all-year attention."

The Hoppensteins regard an air conditioner as more of a necessity today than a luxury. Consequently their merchandising approach reflects profound interest in creating the climate conducive to constantly increasing sales.

They give every prospect a solid education in the product. They will do surveys, although, they point out, "at existing

price levels a dealer can't afford elaborate surveys." The phone frequently answers the purpose. So does a rule of thumb, such as allowing 30 to 40 Btu's per square foot.

It's the way the Hoppensteins have applied these concepts to all-year merchandising, however, which will enable them to sell 600 units this year, 30% of them by May 1.

They simply go all out, starting with perpetual mass display. They stock in depth, advertise all year, price sensibly, offer specialized service, and even scoop up extra dollars by renting various size units. Such rentals are often converted to list price sales.



PERPETUAL MASS DISPLAY

"Our air conditioner display is unmatched in the city of Baltimore. We show representative models, rather than a lot of duplicates. That way we get wide selectivity, by make and model, in our mass display. And we keep the display stocked with uncrated merchandise at all times of the year."

The Hoppensteins have 50 uncrated units on display on their main selling floor. Steel shelves, set in tiers along a 9x33-foot wall, form a massive display rack for these units. Many of the units may be uncrated items which the distributor had on hand and offered at a good price.

These serve Star's purpose exceptionally well, because the firm likes to grab them up and then offer them at attractive prices.

About 75% of the units sold off these racks will be 1-hp jobs. There will also be some ½-hp portable and casement units sold. Higher priced casement air conditioners will also be included in the remaining sales. So will a limited amount of water-cooled jobs. These last are offered by Star to many business establishments which seek to cool an internal office with no exterior wall. Such units are hooked to existing plumbing.

INVENTORY IN DEPTH

"We always keep a supply of air conditioners in storage, even in the winter. If you're going to sell them every month of the year, you've got to have them in stock. Otherwise you're liable to get a request and have no merchandise on hand to fill it. This means stocking crated merchandise early and in depth."

For the past seven years the Hoppensteins have promoted the idea that Star is the source of expert air conditioner knowledge and service. Imperative to that concept is merchandise—all kinds of air conditioners available at all times, and at the right prices.

Something like 400 units constitutes the firm's pre-season backup, purchased from early-bird offerings. A third-floor warehouse can accommodate close to 300 of these units. Frequently the firm buys with the understanding it will take delivery when the velocity of sales picks up. Starting about March it begins to move crated merchandise into the upstairs warehouse. From then on there is a constant flow of units through the pipelines—from distributor stocks to the third-floor warehouse, and thence to any gaps that appear in the big selling racks on the showroom floor. Occasionally the press of merchandise may overflow the store warehouse, and Star will have to contract for outside warehousing. But the Hoppensteins, committed to a low-overhead operation, try to keep this sort of expense to a minimum.

Merchandise dropped at the pavement level is moved into warehouse areas with the aid of contracted service personnel and Star's own sales help.



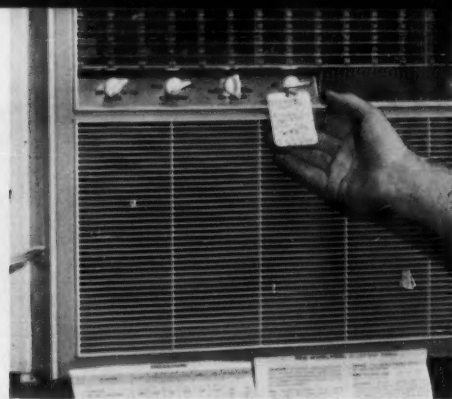
34 THE SUN, Thursday, March 31, 1960

CONOR, Wm. Sales, 1517, TRAUER, etc.
Call VA. 3-3817

Air Conditioners

Executives . . . Save on Tax Free units. Save on Steel Increases. Save on our rebuilding sale. Buy your RCA WHIRLPOOL Air Conditioner at the Lowest Prices NOW.

Star Appliance Warehouse
400 W. Mulberry St. L.E. 9-4200



RE, MONDAY, DECEMBER 21, 1959

AIR CONDITIONERS

1959 & 1960 Models

BUY NOW—OUR WINTER PRICES WILL AMAZE YOU

A Real Xmas Gift!

SAVE AT STAR

CHICAGO WHILE-U-WAIT

NT FEHARY 1960

THE SUN, Sunday, February 21, 1960

Beats Our Price

ON ANY APPLIANCE

Air Conditioners

1/2 Ton-\$87

Emerson Portable

1 Ton-\$139

DeLuxe RCA Thermostat

Air Conditioners

Executives . . . Save on Tax Free units. Save on Steel Increases. Save on our rebuilding sale. Buy your RCA WHIRLPOOL Air Conditioner at the Lowest Prices NOW.

Star Appliance Warehouse
400 W. Mulberry St. L.E. 9-4200

AIR CONDITIONERS

BRAND NEW TAX FREE SPECIAL

SENSIBLE PRICING

"A dealer can make a better profit early in the year with air conditioners than during the regular season. For one thing, off-season buyers are sold on the product. For another, the market isn't crowded with price-conscious shoppers. When competition gets rough and prices plummet, you can still look back on better pre-season gross dollars."

At Star the Hoppensteins start with the basic cost and add \$10 for service and delivery. Then they add a mark-on which ranges from 10 to 20%, depending on the particular unit. Any price negotiation starts from there. It can be fluid, up or down, depending on the pre-season or regular season nature of the competition.

Since Star seeks those selected AC's which yield the strongest dol-

lars, its gross dollars range is wide. An uncrated unit, bought at a good price from the distributor, may be sold at a good competitive market price. But it might yield as much as \$60 gross. Even a crated unit, bought early and in quantity, may yield a gross that ranges as high. The average sale, though, yields about \$30 gross. However, Star's pre-season business runs to 30%, when grosses are substantially higher.

SPECIALIZED SERVICE

"Off-season we buy the service of a two-man crew. It takes care of installations, storage job, cleaning and re-installations. When the pace steps up we add from six to seven more two-man crews. That way we pay for service as needed. But we're not burdened with excess payroll in slow periods."

Star has no servicemen on the payroll. It gives enough work to a specialized AC crew to keep them on tap off-season. It adds crews as necessary.

Installation and service are offered in each sale. Sales to distant points require a charge formula, however. Then regular installations run \$15; top-of-window, \$20; transoms, \$25 to \$35; and through-the-wall, \$50.

Service policies cost \$10 to \$15, and Star buys service at \$3 per call to maintain them.



YEAR-ROUND ADVERTISING

"To be effective, air conditioner advertising must go on uninterrupted. That's why we use the classified columns during the off-season. We supplement this with air conditioner space in all run-of-paper advertising. On spot radio we like off-the-cuff announcements that project our store's personality."

Star siphons approximately \$4,500 of an ad budget that runs over \$15,000 into promoting air conditioners. Newspapers and radio take it all.

When the peak season is over, the Hoppensteins continue to take coverage in the classified columns of the "Baltimore Sun." These may be one-inch to seven-inch ads. They'll also list AC's in all run-of-paper ads.

The gift-giving season affords a chance to step up this tempo. By mid-January they're in the classified on a daily basis every day but Saturday. Sunday ads may run to four columns.

Radio spots over WAYE, a "fine music" station, begin in April, run through August. Coverage is anywhere from three to 12 times daily, except Saturday and Sunday.

RENTALS

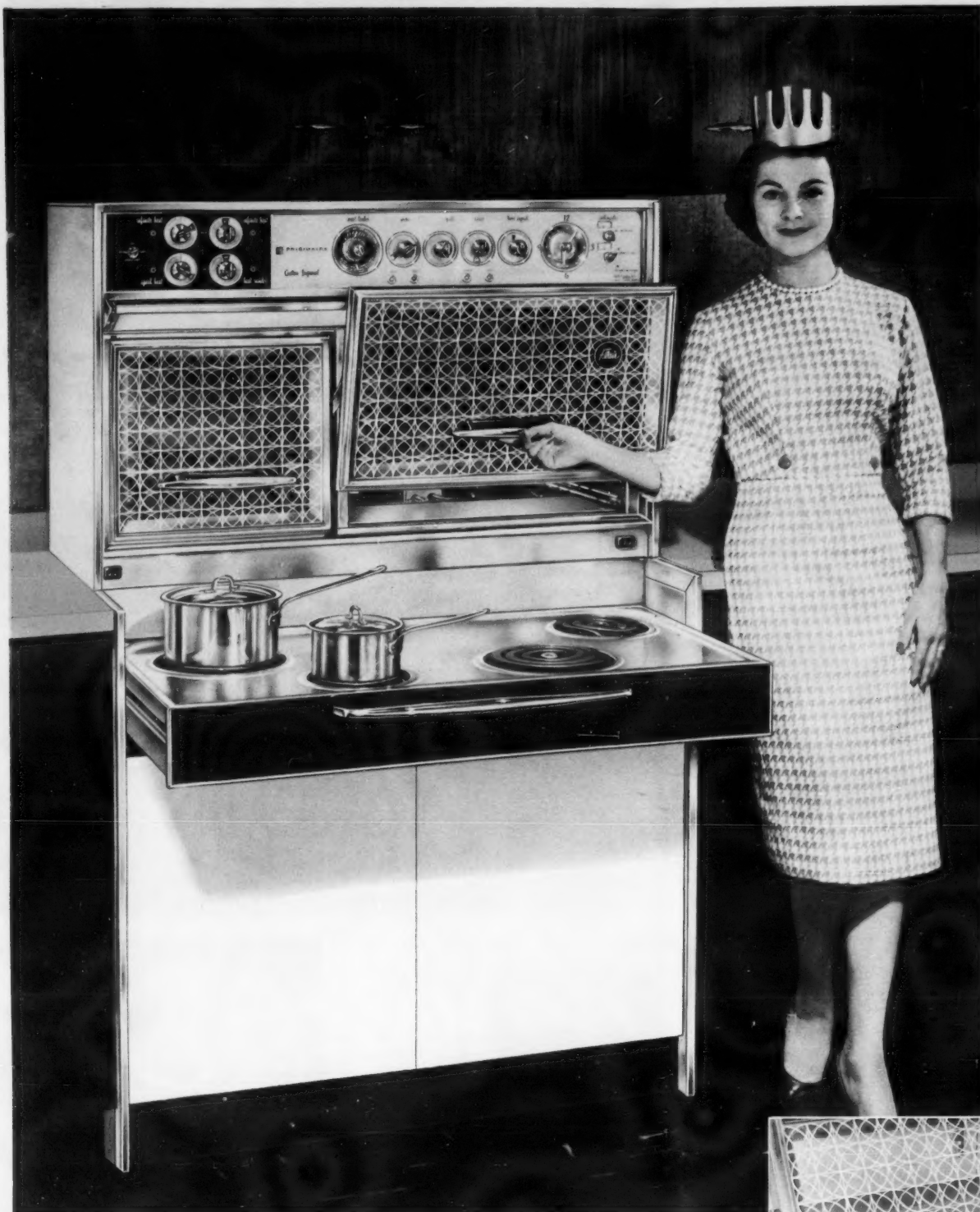
"There's an untapped market in rentals. Many business establishments seek multiple room units or big commercial jobs. We encourage rentals, then suggest they apply it to outright purchases."

Star rounds out its total all-year program with a continuing listing in the Yellow Pages advertising rentals. It offers room units or commercial jobs.

The firm does \$15,000 annually in rental business, 90% of it to business establishments. Minimum costs run about \$50 a month, can even be \$100 a season. One account, alone, using 1- and 1½-ton units, for a total of 50 tons, accounts for \$10,000.

Rental customers are allowed to buy and have the money applied to a purchase. They pay list, however, under these circumstances.





Flair

*Eye-High
Out-front Controls*

easiest ever to see and use

*See-Level Oven . . .
See-In Glass Doors*

*with lacework of
"Sculptured Sheer Look"*

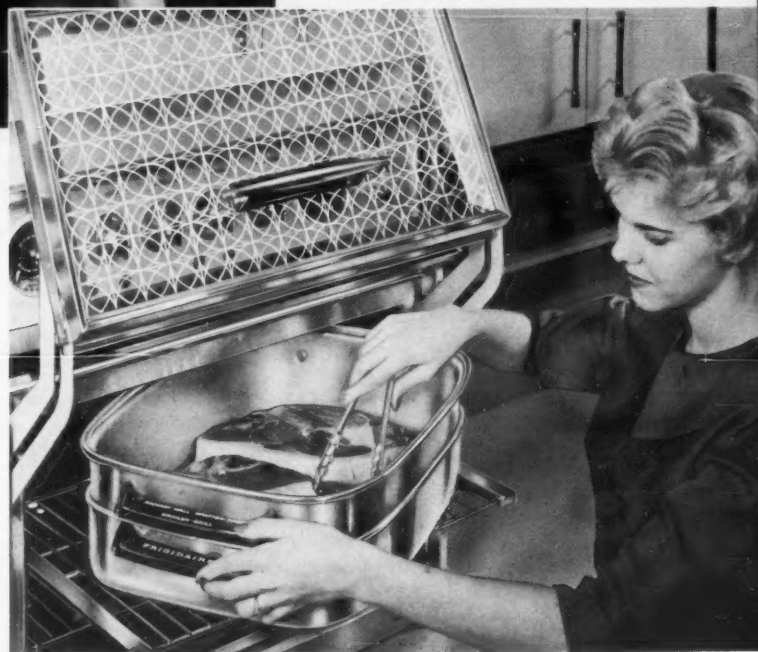
*Roll-To-You
Cooking Top*

*with Hand-High
Surface Units*

Women are astonished when they see the oven door glide up out of the way. There's never been such oven door convenience—and it's a Frigidaire exclusive in every model. Flair is so easy to bake in—no more reaching over doors to put foods in and take them out.

The Custom Imperial 40" Model RCIB-645

- Two See-Level ovens
- See-In glass oven doors
- Mirror-bright Chrome-covered Interior Finish
- Roll-To-You Cooking Top
- Automatic Heat-Minder Surface Unit
- Speed-Heat Surface Unit
- Meat-Tender Automatic Roast Thermometer
- Radiant-Wall Spatter-Free Broiler Grill
- Cook-Master Automatic Oven Control
- Special Base Cabinet Optional



1960 is the year for Flair

FRIGIDAIRE

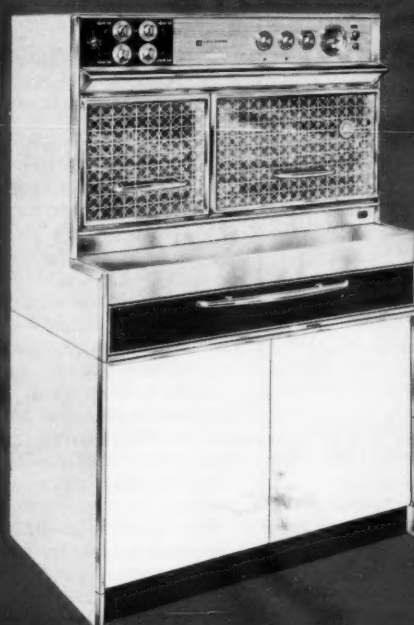
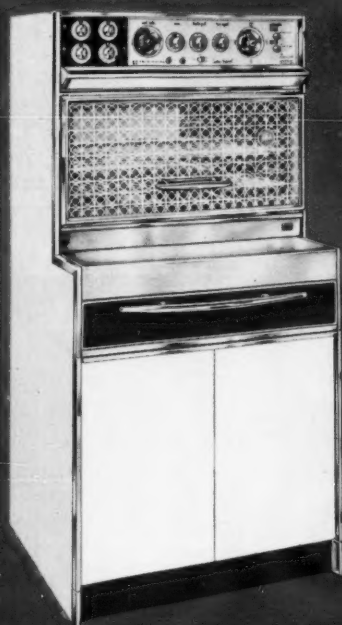
by FRIGIDAIRE

A dramatic new concept in electric ranges

Built-in glamour without built-in expense. Flair is eye-catchingly different—in engineering, in looks, in use. *That's why Flair* opens up an exciting new market. *With a sleek built-in look,*

Flair has all the ease of installation of conventional, free-standing ranges. *Excitingly different in appearance, Flair is magnificently functional.* Looks glamorous. Cooks glamorously, too. Flair becomes the stunning focal point of any kitchen, luxurious or simple. *Yes, Flair has fascination in every detail,* in every model—for every housewife. *Yet Flair ranges* sell for little or no more than top model conventional electric ranges.

Glamorous Flair Models for every kitchen



The Custom Imperial 30" Model RCIB-635

- 26" wide See-Level oven
- See-In glass oven door
- Mirror-bright, Chrome-covered Interior Finish
- Roll-To-You Cooking Top
- Automatic Heat-Minder Surface Unit
- Speed-Heat Surface Unit
- Meat-Tender Automatic Roast Thermometer
- Radiant-Wall Spatter-Free Broiler Grill
- Cook-Master Automatic Oven Control
- Special Base Cabinet Optional

The Custom DeLuxe 40" Model RCDB-640

- Two See-Level ovens
- See-In glass oven doors
- Mirror-bright, Chrome-covered Interior Finish
- Roll-To-You Cooking Top
- Infinite Heat Surface Unit Controls
- Hinged, Lift-Up Surface Units
- Removable Porcelain Enameled drip bowls
- Cook-Master Automatic Oven Control
- Special Base Cabinet Optional

The Custom DeLuxe 30" Model RCDB-630

- 26" wide See-Level oven
- See-In glass oven door
- Mirror-bright, Chrome-covered Interior Finish
- Roll-To-You Cooking Top
- Infinite Heat Surface Unit Controls
- Hinged, Lift-Up Surface Units
- Removable Porcelain Enameled drip bowls
- Cook-Master Automatic Oven Control
- Special Base Cabinet Optional

Flair is another BIG PLUS for Frigidaire dealers

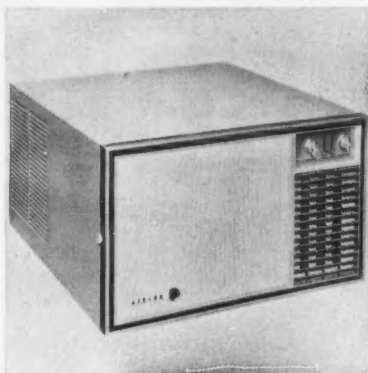
ADVANCED APPLIANCES . . . DESIGNED WITH YOU IN MIND



NEW PRODUCTS

FEATURES THIS WEEK

Air conditioning equipment by Gibson, Chrysler and Essick • Broan hood fan • Emerson-Electric heater line • housewares items by Broilking, G-E Clock, Westinghouse • Non-Electrics • Dealer Aids • Briefs



GIBSON Air Conditioner

Announcement is being made of the introduction of a 2½-hp Gibson air conditioner called the "Texan" by the division of the Hupp Corp.

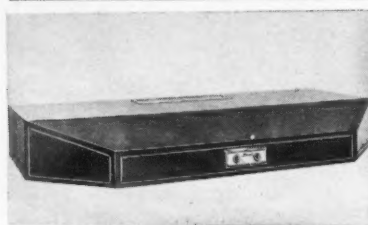
Plans to have this 2½-hp model in the Gibson line were made known when the 1960 Gibson air conditioner line was originally announced. Now it is available.

This model is designed to fill a need between room units and central air conditioner units.

The "Texan," which will cool areas up to 1500 sq. ft., is suited for medium-sized business places as well as for "whole house cooling" of medium-sized homes, and it is designed so that it can be installed in transoms.

The "Texan" has a cooling capacity of 21,500 Btus. Other features include fresh air and exhaust; germ killing filter; and automatic thermostat.

Other specifications include 230 v; 15 amps; dimensions are 16-5/8 in. high, 25-5/16 in. wide and 34 in. deep. Price, \$479.95. Gibson Refrigerator Div., Hupp Corp., Greenville, Mich.



BROAN Fan

What is believed to be the first Mixed-Flo ventilating fan used with a ducted range hood is being introduced by the Broan Mfg. Co.

This new Mixed-Flo unit is incorporated in a new unitized package hood called Broan Mixed-Flo Hood.

The principal feature of this compact, economical ventilating system is the extra power it provides for long duct runs and elbows formerly

achieved only by more expensive blower units or larger, more costly fan-powered systems.

Because it is fully unitized (the fan being housed completely within the hood, only the exhaust duct requires cabinet space) the hood offers vertical or horizontal discharge through a standard duct 3¼x10 in.

It is factory wired, a complete package unit, with installation time reduced to the minimum.

Hood features contour-corner design, for adjacent cabinet doors to open fully; no rivets or trim strips; new slim hood design, 5 in. high with eye-level pushbutton controls; twin lights; lifetime aluminum filter.

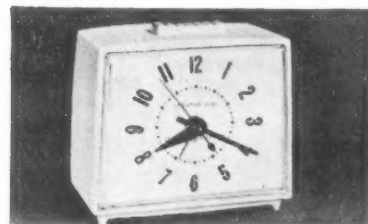
Available in 3 widths, also in a choice of the following finishes: coppertone, antique coppertone or stainless steel. Broan Mfg. Co., Hartford, Wis.

G-E Miniature Snooz Alarm

A miniature Snooz-Alarm is announced by G-E Clock & Timer Dept. featuring a repeat alarm which "wakes you, lets you snooze and wake again." Beige case is less than 3 in. high, 3¼ in. wide.

Price, \$5.98 for plain dial; \$7.98 for lighted dial. Shown is lighted dial in daylight. G-E Clock and Timer Dept., Ashland, Mass.

G-E "CUE-ETTE"



WESTINGHOUSE "Buffet" Frypan

Called the "buffet" model because it has double handles, rather than a single long handle, it is easy to carry about and serve from this new electric frypan. Pan can be fully immersed in water for cleaning because control is detachable. Has 102-in. cooking surface.

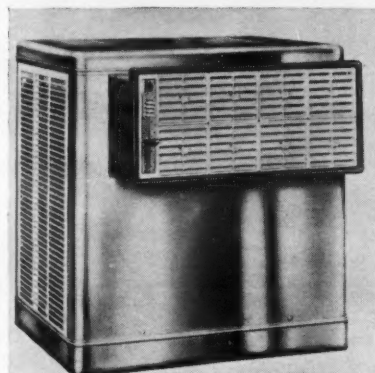
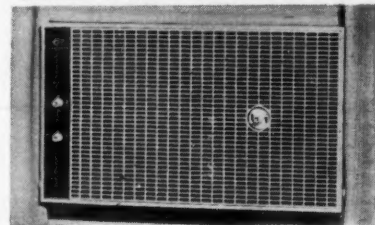
Price, \$16.95. Westinghouse Electric Corp., Mansfield, O.



CHRYSLER Low Cost Air Conditioner

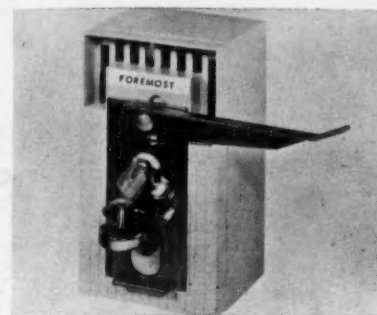
Another Chrysler Slender S11-011, added to low cost line, has an automatic thermostat for constant temperatures; will produce 7100 Btus; 2-speed fan; 4-way fingertip air flow control; operates on 115 v, 10 amps. Brings Chrysler room units to 26 models. Airtemp Div. of Chrysler Corp., Dayton, Ohio.

"SLENDER" S11-011



ESSICK Coolers

The 1960 packaged cooler line including Delux Capri and Custom Capri coolers offer a complement to any interior decor scheme. All models



FOREMOST Can Opener

Opens any size, shape can; mounts on wall; stand available for table use; fingertip action automatically controls operating; steel rotary cutter blade, removable for cleaning; serrated wheel; 5 lbs. Foremost Electrical Co. Inc., 350 Butler St., Brooklyn 17.

feature newly designed soft-gold control panel plate with pushbutton switches to match neutral tone air-flow grilles. All models now have separate pump control which allows pre-wetting of filters to assure immediate dust-free, cool air.

Delux Capri in 1- and 2-speed models in 2000, 3000 and 4000 cfm units has 6 separate air flow grilles for complete air direction control; a window adapter to fit all openings.

Custom Capri, 1- and 2-speed models in 4000 and 5000 cfm capacities, has 8 separate patented air-flow grilles.

All but Nos. 2025 and -2 have air volume control which provides complete air control from full volume to soft breeze. The window can be closed and locked against dust, rain and illegal entry with window closing attachment. Essick Mfg. Co., 1950 Sante Fe Ave., Los Angeles 21, Calif.

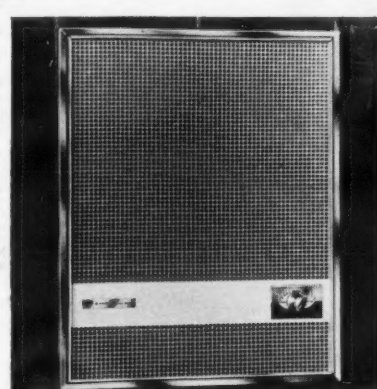
EMERSON-ELECTRIC Built-in Heater Line

A new line of 4 built-in fan-forced heaters for fast, easy installation in "add-on rooms," basement family rooms, anywhere extra heat is needed is announced by Emerson Electric.

These built-in heaters automatically circulate warm air through room quietly, efficiently without becoming hot to touch. A built-in thermostat gives automatic room temperature control.

The frame fits inside main box eliminating hot air leakage between heater and walls to prevent heat streaking. In mild climates or low-cost power areas these units are effective as principal heat source.

The 4 models in the new line have ratings from 1500 to 4000 w and develop from 5120 to 13,650 Btus; all are 240 v; measurements are 20¼ in.



high, 16 in. wide and 4¾ in. deep. Prices, range from \$59.90 to \$83. The Emerson Electric Mfg. Co., St. Louis 36, Mo.

BROILKING Broilers and Rotisseries

Two Broilking broilers and rotisseries are announced by International Appliance.

Broilking No. 860D, infrared broiler with oven-type glass door, features a porcelain enamel gravy pan for easy cleaning; easily removable door to give faster broiling, also to provide cooler kitchens.

"Sudden Sear" calrod-type element

BROILKING NO. 870D



seals in natural juices; 1300 w 120 v ac/dc; triple chrome-plated steel.

No. 860 is similar in every respect to 860D, without glass door.

Broilking No. 870D broiler-rotisserie also has porcelain enamel tray for quick, easy cleaning. Broils, barbecues, roasts, toasts, fries, grills; removable oven-type glass door; 3-hr. timer; 1300-w tubular infrared element.

No. 870S, similar to 870D without glass door or 3-hr. timer. Both models finished in triple chrome-plated steel.

All models guaranteed for 1 yr. except cord set. All models are 21x11x91 in.

Prices, No. 860D, \$29.95; No. 870D, \$39.95. International Appliance Corp., 918-40 Stanley Ave., Brooklyn 8, N. Y.

*IWT MAKES EQUIPMENT FOR THE BIG USERS OF PUREST POSSIBLE WATER



WATERSIDE POWER STATION

This huge power plant in New York City has a half million-dollar IWT* Mixed-Bed De-Ionizer that provides high-purity water for high-pressure boilers at the fantastic rate of 5,000 gallons per minute—a total of over EIGHT BILLION gallons since 1954!

*IWT ALSO MAKES

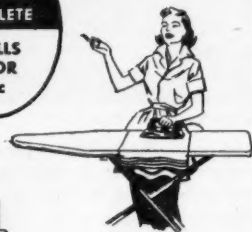


Wants
kleensteam
WATER
CONDITIONER

FOR MILLIONS OF
LITTLE USERS
OF PURE WATER
FOR STEAM IRONS
VAPORIZERS
WARMERS

98¢
COMPLETE

REFILLS
2 FOR
98¢



KLEENSTEAM
Water Conditioner
is a miniature
Mixed-Bed De-
Ionizer that removes

the dissolved impurities from ordinary tap water. It provides the equivalent of distilled water for uses where elimination of lime-forming deposits is important—such as steam irons, vaporizers, bottle warmers, etc. KLEEN-STEAM is easy to use, convenient, neat, well-made, reliable, and inexpensive! At leading distributors, jobbers, or wholesalers—or write to IWT* for particulars.

PUT THIS DISPLAY TO WORK FOR YOU

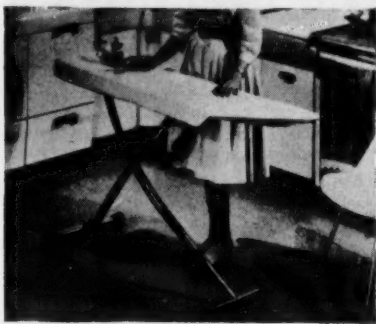


Bubble
Package
Also
Available

***ILLINOIS WATER
TREATMENT CO.**

840 CEDAR ST. • ROCKFORD, ILLINOIS
Specializing in Applications of
ionXchange Since 1937

NON-ELECTRICS and ACCESSORIES



MARY PROCTOR Ironing Table

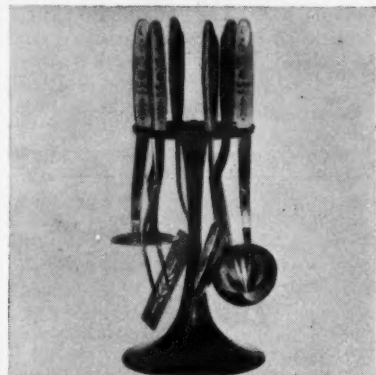
The Mary Proctor double "Flip-Top" ironing table has 3 different ironing surfaces on a single table, designed to save the average housewife as much

as 50% of her ironing time.

In its first position, it is 3 in. longer, yet narrower than other tables, for ironing small dresses, ruffles, pleats, delicate work. At a touch the corner of the "Flip-Top" straightens out and becomes square at the nose end, providing extra length and breadth for flat wear. The 3rd position flips up along the side to provide greater width for slacks, trousers and other wide, long pieces.

In all 3 positions the table is rigid, rugged, adjusts to proper ironing height at finger touch; contoured, curved legs provide more knee room for sit-down ironing; steam vents are set away from user's lap for cooler ironing; rolls on wheels; heights may be regulated from 24 to 36 in.

Price, \$21.95. The Proctor-Silex Corp., 700 W. Tabor Rd., Philadelphia 20.



FLINT Cook and Serve Tools

Two "holdsters" of Flint cook and serve tools—the "Counter Susan" left, and the "Cabinet Susan" right, are announced by Ekco Products. The "Counter Susan" unit is designed for homemakers who want kitchen tool mobility. It can be used on top of a counter, in a cabinet, wherever handy for kitchen use, as well as on a serving or dining table.

The revolving under-cabinet holdster for the "Cabinet Susan" can be hung under any kitchen cabinet or on a traditional wall rack. This unit is designed for homes where workspace is at a premium. It can be mounted underside on any kitchen cabinet, thereby saving counterspace and a spin will bring desired tool right to hand. Both "holdsters" are made of mahogany and operate on ball bearings.

The tools are designed to be used as serving pieces as well as cooking utensils, and they feature contour handles of beige and white melamine, with an American floral design in

gold and umber. The slotted perforations on the tools have been designed into a fern pattern, and are integrated into the overall handle design to carry out a light, graceful motif. Delicate in appearance, though rugged in performance, these utensils will withstand rough treatment even in an automatic dishwasher.

Whether for a buffet, patio party, formal dinner or whatever, these tools are designed to add a distinctive touch to any table decor.

A selection of 17 tools in regular and utility sizes makes up the complete Flint cook and serve service. The "Counter Susan" and "Cabinet Susan" holdsters as well as wall racks are available to accommodate both sizes.

Available in a variety of 6 attractive gift box sets in both regular and utility sizes.

Prices, from \$4.95 for a 3-piece gift boxed set to \$19.95 for "Counter" or "Cabinet Susan" in regular size. Seven-piece gift box sets are \$12.95, utility; \$14.95 regular. Tools are also available individually. Ekco Products Co., 1949 N. Cicero, Chicago 39.

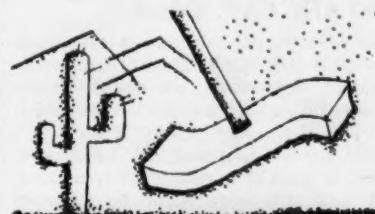
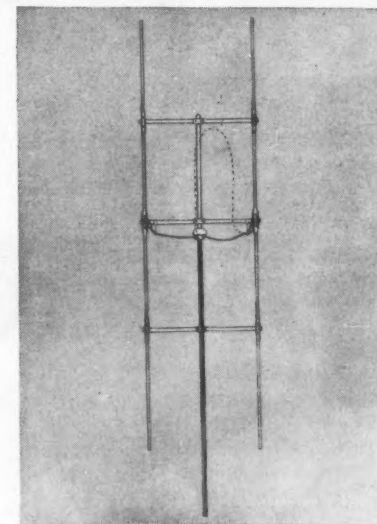
WINEGARD Antenna

The "Multibeam" a new concept in citizen band antennas is announced by Winegard.

The new antenna is vertically polarized, featuring all-aluminum construction; Winegard's phase control network, with coax connector for ohm coax cable. It increases range by several miles over ground plane types and is available in 3 models, all with nominal impedance of 50 ohms and impedance match of 1 to 1.2.

Multibeam omnidirectional model MB27-0 has 3 db gain; bidirectional model MB27-B has 6 db gain and ½ power angle of 95 degs. Multibeam unidirectional model MB27-U has an 8 db gain, ½ power angle of 60 degs. and front-to-back-ratio of 3 to 1.

Price, \$35.55. Winegard Co., 3000 Scot-ten, Burlington, Iowa.



This Brand Opens New Frontiers for PROFIT!



Yes, there are still new profit frontiers in appliance selling with Silex! You get extra sales in an unsaturated market with products that are gift-designed to be distinctive and different. No brand line corrals gift-day sales better than Silex . . . and you make more, too! Silex gives you more favorable margins with less competitive pressure and minimum duplication of other products. The result is more turnover and better profit from your inventory investment! ♦♦♦♦♦♦♦♦♦♦



SILEX



who
has
the



in electric
housewares?

*(see page 31)

DEALER AIDS

STAIR CAT Truck

An electrically driven hand truck using a G-E Form G motor for mechanized movement of heavy appliances up and down stairs is announced.

This 2-wheeled truck, "Stair Cat," will climb up and down stairs with 500-lb. load at a rate of 18 fpm. Five ft. long, 2 ft. wide, it can be operated by 1 man guiding truck. A 40-ft. cord can be plugged into any 115-v outlet.

Automatic braking: With power off or in event of power failure unit will not move; after it is loaded, it can be wheeled to stairs and positioned for automatic movement.

A steel ratchet strap tightener is automatically wound into a neat coil, out of way when loosened. With unit in position an up-down switch is engaged and the G-E motor drives 2



specially designed rubber belts over the stairs propelling the cart and load; belts, 4 in. wide, of prestretched rubber adjustable for maximum tension on drive pulleys. **New Design & Development Corp., Lima, Ohio.**

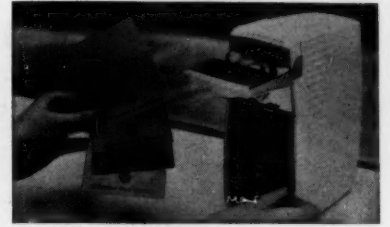
FORD Truck

Ford's Falcon Ranchero, an economy size pickup truck for commercial users comes in 33 models and 5 series—standard, tilt-cabs, tandems, bus chassis and panels with 483 different combinations of engines, axles and transmissions. The Ranchero's 800-lb. hauling capacity has been engineered to meet many of today's hauling jobs, and gives a realistic weight advantage while providing a solid and quiet vehicle capable of carrying a high percentage of payload and delivering a passenger car smoothness of ride.

It has 31.6-cu.-ft. cargo space, a unitized body and a full-size 3-passenger driver compartment; overall 189 in. long, 70.6 wide, 55 high.

Price, delivered, \$1862. **Ford Div., Ford Motor Co., Rotunda Dr. at Southfield Rd., Dearborn, Mich.**

BRIEFS

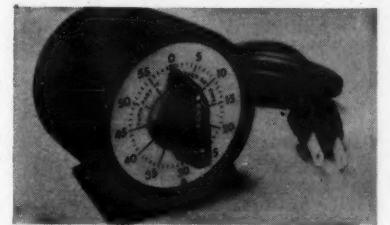


BVI CAN OPENER PANELS

A new set of color panels are now available for the BVI Deluxe electric can opener. These panels make it possible to "customize" the opener to match kitchen decor. By using an order form packed with each BVI Deluxe the panel sets are ordered direct from manufacturer. Each set contains 5 panels: yellow, pink, turquoise, dark wood grain and blond wood grain. **Burgess Vibrocrafters, Inc., Grayslake, Ill.**

Roper announces newly designed vertical broiling racks for their Rotis-O-Grill. The twin racks, with interlocking design, make it possible to accurately position meat in relation to distance from burners. New racks permit user to vary distance from burners. **George D. Roper Corp., Kankakee, Ill.**

All 1960 **Wright evaporative air coolers** will feature filter pads chemically treated to kill germs, bacteria, mold, mildew and odors. Known as HY-35, the chemical impregnates the aspen excelsior and conditions pads to trap and destroy air-borne germs, etc. It is odorless and deodorizes the pads to kill all cooler odors. **Wright Mfg. Co., 2902 W. Thomas Rd., Box 11247, Phoenix, Ariz.**



MARK-TIME TIME SWITCH

Two new **Mark-Time** products are announced by M. H. Rhodes. A portable time switch to control sunlamps, broilers, pressure cookers, sterilizers; also a 2-slotted coin meter.

The timer knob on the switch is turned to desired time period to turn equipment on and when time has elapsed it automatically turns device off. Satin black acid-resistant case; large visible dial face numbers; comes in 2 heavy-duty movements up to 30 or up to 60 min. Price, \$7.95. **M. H. Rhodes, Inc., Hartford, Conn.**

A budget-priced "**Eveready**" flashlight has been introduced by Union Carbide Consumer Products Div. Known as the Leader Light, the new flashlight retails for 99¢ without batteries. In a chrome-plated all-metal case, choice of yellow, green, black and white. Features a built-in lamp shock absorber, aluminized reflector. **Union Carbide Consumer Products Div., New York**

A grass catcher that fits most rotary lawn mowers is announced by Great Lakes. Designed to keep lawns clean, eliminate spread of weed seed, catch stones and debris, also to pick up leaves. Supported by a welded steel frame the bag is detachable; zipper opening makes emptying simple; holds 8 bu. **The Great Lakes Tractor Co., 510 Hanna Bldg., Cleveland 15.**



**FOR SPEEDIEST DELIVERY
OF MOST WANTED APPLIANCES**

GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES

INDEX TO ADVERTISERS MAY 9, 1960

MAJOR APPLIANCES

Blackstone Corp.	6, 27, 30
Borg-Warner Corp.	16, 17
Frigidaire Div. of General Motors Corp.	22, 23
Gibson Refrigerator Div. of Hupp Corp.	7
Hoover Co.	5
Hunter Div. of Robbins & Myers, Inc.	28
Kelvinator Div. of American Motors Corp.	32
Republic Steel Corp.	13
Speed Queen Corp., Div. of McGraw-Edison Co.	18
Whirlpool Corp.	9

HOUSEWARES

National Presto Industries, Inc.	25, 27, 29, 30, 31
Proctor-Silex Corp.	25
Ronson Corp.	29
Westinghouse Electric Corp. Portable Appliances	12

HOME ELECTRONICS

Magnavox Co.	10, 11
-------------------	--------

OTHER

Electrical Merchandising Week	29
Graybar Electric Co.	26
Illinois Water Treatment Co.	25

This index is published as a service. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING WEEK assumes no responsibility for errors or omissions.



CASWELL SPEARE

PUBLISHER

HARRY C. HAHN

ADVERTISING SALES
MANAGER

WAYNE SMITH

PROMOTION AND
CIRCULATION MANAGER

PETER HUGHES

PRODUCTION MANAGER

MARIE RESTAINO

PRODUCTION
ASSISTANT

DISTRICT MANAGERS

NEW YORK **WARREN S. ACKERMAN**
H. WILLIAM DAVIS
500 Fifth Avenue, New York 36, N. Y.
OX. 5-5959

ATLANTA **WILLIAM O. CRANK**
1301 Rhodes-Haverty Building, Atlanta 3, Ga.
JA. 3-6951

CHICAGO **DALE R. BAUER**
EDWARD J. BRENNAN
520 N. Michigan Avenue, Chicago 11, Ill.
MO. 4-5800

CLEVELAND **ROBERT J. SCANNELL**
55 Public Square, Cleveland 13, Ohio
SU. 1-7000

DALLAS **F. E. HOLLAND**
1712 Commercial Street, Dallas 1, Tex.
RI. 7-5117

LOS ANGELES **RUSSELL H. ANTLES**
1125 West Sixth, Los Angeles 17, Cal.
HU. 2-5450

SAN FRANCISCO **THOMAS H. CARMODY**
SCOTT HUBBARD
68 Post Street, San Francisco 4, Cal.
DO. 2-4600

PEOPLE in the NEWS



J. V. Youngblood
Bastian-Morley



H. T. Silverman
of LFC



Bret C. Neece
of LFC



Peter J. Grant
of Sylvania

Bastian-Morley Co., Inc.—John V. Youngblood has been appointed vice president, marketing, for the La Porte, Ind., manufacturer of gas heaters, gas fired and electric water heaters, boilers and incinerators. He will be responsible for the marketing organizations of the company and its subsidiary, H. C. Little Burner Co., where he was formerly general sales manager.

General Electric Co.—Frank O. Maltby has been named manager-special market sales for the television receiver department. The position, a new one, was created because of rapidly growing business potential in the field of educational and motel-hotel television, a G-E spokesman said.

John A. Mahoney has been appointed manager of sales planning for the automatic blanket and fan department in Bridgeport.

Landers, Frary & Clark—Harry T. Silverman has been elected chairman of the board. He succeeds Bret C. Neece, who announced his retirement from active industrial management at the company's annual meeting. Silverman also was re-elected president of the corporation. Another executive change: Sol Levine has been appointed vice president in charge of operations.

And, in the company's sales organization, Maurice F. Moriarty, sales manager of the Handy-Hannah Products Corp., will also handle the Electrestem Vaporizer line.

Stromberg-Carlson—William W. Hessler has been named district manager of high fidelity sales in Northern California and western Nevada. His headquarters will be in San Francisco.



J. A. Mahoney
of G-E



H. R. Dowell
of Whirlpool



T. F. Bartley
of Whirlpool



C. R. Armstrong
of Whirlpool

They'll Take the High End When Buying Organs...

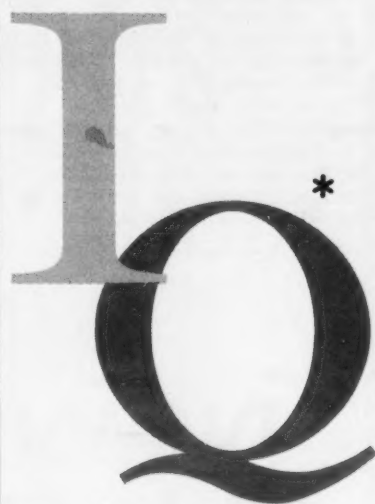
... according to a market survey by the Magnus Organ Corp., Livingston, N. J. The study covered sales of Magnus electric organs.

"The consumer has buckled down to evaluating electric chord organs on the basis of performance, quality and design," explained Eugene A. Tracey, vice president. And he went

on to cite some figures from the survey:

Consumers showed a marked predilection for organs retailing at more than \$150, Tracey said. "For instance, the Magnus Grand, listing at \$199.95, has sold at a ratio of 3 to 1 over the Magnus 500, retailing at \$129.95."

what is
electric
houseware



and where can
you find it?

*(see page 31)

I'M GOING
FISHIN'



on the

Blackstone
WASHER & DRYER

**ALPINE
HOLIDAY**

You can go too... winning is easy... but hurry... Contest closes July 15th... See your Blackstone Distributor... or write Blackstone Corp., Allen St., Jamestown, N. Y.

New Company Gets Exclusive

Steel City Wholesalers, Inc., will serve dealers in the heating and air conditioning field in Alabama and northwest Florida.

J. W. Hamilton Jr., president of the newly formed corporation, said his firm will be exclusive wholesale distributor in northern Alabama for room air conditioners, residential and commercial heating and air conditioning, ice making machines and condensing units made by York.

Other lines handled by the Birmingham firm will include Modine unit heaters, Hardwick gas ranges, Peerless and Atlanta space heaters, Marquette appliances and Minneapolis-Honeywell controls.

Here's Chance to Win A Second Honeymoon

And all you have to do is purchase three top-of-the-line television sets from L & S Distributors, Inc., of Tampa, Fla., Sylvania distributor for central Florida.

After that, the dealer and his wife will be eligible for a weekend at the Beach Club in Naples, Fla., at the expense of the distributor.

The Florida distributor kicked off the promotion with a mailer to all the dealers. Besides outlining the three-day, two-night vacation, the mailer contained a brochure from the Beach Club Hotel and an order form with model numbers, prices.

Each salesman received the same package with orders to follow up on each of his calls.

DISTRIBUTOR APPOINTMENTS

CROSBY ELECTRONICS, INC.—Graybar Electric Co., Inc., for the West Coast and the metropolitan New York area.

CURTIS MATHES MANUFACTURING CO.—Sam Elowitz, Boston, (as manufacturer's rep in the metropolitan area).

DORMEYER CORP.—Arthur J. Kearney, Kirkwood, Mo., (as manufacturer's rep for the St. Louis market, which includes Arkansas, the eastern half of Missouri, southern Illinois and southwest Tennessee).

ELECTRO-VOICE, INC.—Brothers and Coneen Associates, Baltimore, Md., and Springfield, Pa.

FEDDERS CORP.—Boris Garfunkel E Hijos, S. A., Buenos Aires, Argentina, (as manufacturer and distributor for all of Argentina).

IRONRITE, INC.—Russell Distributing Co., Seattle, for western Washington and Alaska.

THE MAYTAG CO.—Exeelsior Machinery Co., Detroit, for coin-op laundry appliances in Lower Michigan.

OLYMPIC RADIO & TELEVISION—Allied Supply Co., Inc., Dayton, Ohio; Amco, Inc., Milwaukee.

RCA VICTOR—Sea Coast Appliance Distributors, Inc., Miami, for the Jacksonville-north Florida area.

SPARTUS CORP.—MacLaurin-Bendik & Associates, Denver, (as factory reps for the Rocky Mountain district).

WHITE PRODUCTS CORP.—Platsky Bros., Long Island City, (manufacturer's agent for metropolitan New York, northern New Jersey and southeastern Connecticut).

R&M-Hunter introduces NEW 20" DELUXE ALL-PURPOSE FAN



The fan with ALL the features

- **HIGH-STYLE CONTROL PANEL**
- **AUTOMATIC THERMOSTAT**—Controls fan automatically with temperature changes
- **PUSH BUTTONS**—Modern, convenient push-button controls for quick, easy selection of speed and direction
- **ELECTRICALLY REVERSIBLE**—Two speeds exhaust and two speeds intake
- **REMINDER PILOT LIGHT**—Glows while "on" button is depressed for automatic operation
- **BUILT-IN MOUNTING SUPPORTS**—Adjustable, telescoping window mounting bars
- **QUIET, POWERFUL OPERATION**—Capacitor-type motor and deep-pitched blades
- **GUARANTEED 5 YEARS**



For catalog and prices, write
HUNTER DIVISION—ROBBINS & MYERS, INC.
2500 Frisco Ave., Memphis 14, Tenn.

R&M-Hunter—makers of a complete line of fans in all styles and price ranges

DISTRIBUTOR NEWS

L & S Distributors, Inc., Tampa, has a new sales rep. James Prather will sell all three major lines L & S carries—Sylvania TV, Gibson home appliances and air conditioners and Blackstone home laundry equipment—in eight Florida counties.

New district sales manager for the Arvin Industries, Inc., primary electric heat division is B. Allen Bryant, Atlanta. He will assume responsibility for sales in western North Carolina, Tennessee, Mississippi, Alabama, Georgia and the New Orleans area.

A Florida electronics distributor has become one of the few publicly owned companies in its field. Goddard, Inc., West Palm Beach, sold 153,000 shares of common stock for \$3.25 each. Robert L. Ferman & Co., Miami and New York, was the underwriter for the newly established firm.

Garrett Electronics, Macon, Ga., drew quite a crowd when it opened its new showroom. Local civic and political leaders were on hand for the ribbon-cutting ceremonies and lucky customers won gifts every hour.

Two veteran appliance wholesalers have been promoted at Southern Wholesalers Inc., Washington, D. C. Frank Levine was made vice president in charge of sales for all RCA Victor products and for Kelvinator appliances. And Frederick W. Plummer, formerly operations manager, was elevated to secretary of the corporation.

New field sales assistant for the Maytag West Coast company is Henry M. Bridges. Before joining Maytag, Bridges was western zone manager, appliance trades sales division, for the Procter & Gamble Distributing Company.

A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
RETAIL SALES total (\$ billions)	18.1	18.1	17.5	3.4% up (Feb. 1960 vs. Feb. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	339	344	327	3.7% up (Feb. 1960 vs. Feb. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	285	289	283	0.7% up (Feb. 1960 vs. Feb. 1959)
FAILURES of appliance-radio-TV dealers	27	32	31	12.9% less (March 1960 vs. March 1959)
HOUSING STARTS (thousands)	97.0	76.6	121.0	19.8% less (March 1960 vs. March 1959)
AUTO OUTPUT (thousands)	138.3**	144.8**	118.1**	17.1% up
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	19.0+	18.9+	17.8+	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
DISPOSABLE INCOME annual rate (\$ billions)	340.6+	335.1+	322.9+	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
CONSUMER SAVINGS annual rate (\$ billions)	23.6+	21.9+	27.7+	0.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
EMPLOYMENT (thousands)	64,267	64,520	63,828	0.7% up (March 1960 vs. March 1959)

*New index being used. Federal Reserve Bulletin, Jan. 1960

**Figures are for the week ending April 30, 1960 and preceding week (revised)

+ Figures are for quarters

+ + Federal Reserve Bulletin figures (revised)

A Quick Check of INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in bold-face type.

		1960 (Units)	1959 (Units)	% Change
DISHWASHERS	Feb.	46,000	39,500	+16.46
	2 Mos.	83,200	75,300	+10.49
DRYERS, Clothes, Electric	Mar.	60,946	68,670	-11.25
	3 Mos.	205,021	216,685	- 5.38
Gas	Mar.	29,259	29,764	- 1.70
	3 Mos.	105,154	106,243	- 1.03
FOOD WASTE DISPOSERS	Feb.	56,300	59,000	- 4.58
	2 Mos.	108,100	107,500	+ .56
FREEZERS	Feb.	97,400	90,600	+ 7.51
	2 Mos.	150,600	169,400	-11.10
PHONOGRAPHS, Monaural	Feb.	90,854	164,873	-44.89
	2 Mos.	209,254	349,020	-40.05
Stereo	Feb.	324,666	188,750	+72.01
	2 Mos.	665,995	366,086	+81.92
RADIOS, Home-Portable-Clock	Week Apr. 22	212,746	155,312	+36.98
(production)	16 Weeks	3,231,940	2,716,885	+18.96
RADIOS, Automobile (production)	Week Apr. 22	105,218	108,122	- 2.69
	16 Weeks	2,164,900	1,669,273	+29.69
TELEVISION (production)	Week Apr. 22	101,809	97,485	+ 4.44
	16 Weeks	1,892,656	1,689,749	+12.01
REFRIGERATORS	Feb.	302,400	306,200	- 1.24
	2 Mos.	569,100	562,400	+ 1.19
RANGES, Electric—Standard	Feb.	83,500	86,000	- 2.91
	2 Mos.	150,900	165,280	- 8.66
Built-in	Feb.	59,700	48,600	+22.84
	2 Mos.	105,800	90,200	+17.29
RANGES, Gas—Standard	Mar.	143,200	146,300	- 2.12
	3 Mos.	389,200	408,700	- 4.77
Built-in	Mar.	31,100	24,900	+24.90
	3 Mos.	77,200	63,600	+21.38
VACUUM CLEANERS	Mar.	339,918	346,557	- 1.92
	3 Mos.	892,731	860,469	+ 3.75
WASHERS, Automatic & Semi-Auto	Mar.	244,488	248,729	- 1.71
	3 Mos.	669,894	701,577	- 4.52
Wringer & Spinner	Mar.	63,125	80,939	-22.01
	3 Mos.	175,924	214,808	-18.10
WASHER-DRYER COMBINATIONS	Mar.	18,746	16,207	+15.67
	3 Mos.	49,029	53,715	- 8.72
WATER HEATERS, Electric (Storage)	Feb.	60,500	75,500	-19.87
	2 Mos.	109,200	138,200	-20.98
WATER HEATERS, Gas (Storage)	Mar.	243,700	265,900	- 8.35
	3 Mos.	674,200	791,800	-14.85

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

New! **CFL Electric Shaver**. Only shaver with "Super-Trim"—separate cutting edge to trim sideburns, moustache, long hairs. *Rated best** of all leading electric shavers. Shaves Closest, Fastest, with the Lightest touch because of flexible, micro-thin shaving head. Suggested retail: \$20.00.

RONSON

Ronson Corp., Woodbridge, N. J.

One year free service on all Ronson products. 77 national service outlets.

*Certified by York Research Corp.

CONVENIENT
EVERY-MONDAY
FREQUENCY...
EASY-TO-READ
EDITING
SPECIALIZED
WRITTEN ABOUT
THIS BUSINESS ONLY...
BY PROS FOR PROS
NEWS IN DEPTH
ALL THE FACTS,
AND WHAT THEY MEAN
TO YOU

EVERY MONDAY THE PROS READ

ELECTRICAL
MERCHANDISING WEEK



read about
electric
houseware

I Q*

and you!

*(see page 31)

graduate
to



for a bigger
share of the
electric houseware
business

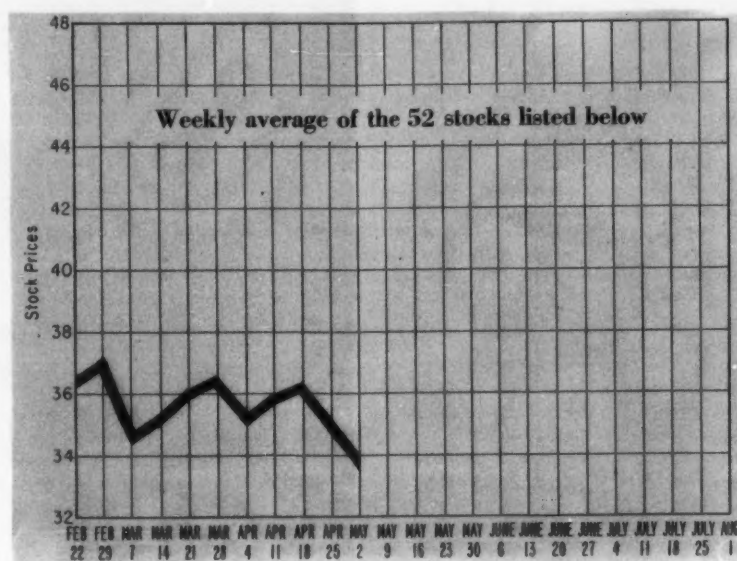
*(see page 31)



Blackstone
WASHER & DRYER
ALPINE
HOLIDAY

You can go too... winning is easy... but hurry... Contest closes July 15th... See your Blackstone Distributor... or write Blackstone Corp., Allen St., Jamestown, N. Y.

TAKING STOCK A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960		CLOSE	CLOSE	NET
		HIGH	LOW	APR. 25	MAY 2	CHANGE
NEW YORK EXCHANGE						
Admiral		23 7/8	18	18 1/2	17 7/8	- 5/8
American Motors 1		29 1/2	22 1/4	27 7/8	25 7/8	- 2
Arvin Ind. 1		27 1/2	21 7/8	25 1/2	23	- 2 1/2
Borg Warner 2		48 1/2	36 1/4	37 1/2	37 1/8	- 3/8
Carrier 1.60		41 3/4	32 1/8	33	32 5/8	- 3/8
CBS 1.40B		45	36 3/8	39 1/2	39 1/8	- 3/8
Chrysler 1		71 7/8	45 1/4	50 7/8	45 1/4	- 4 7/8
Decca Records IXD		29 7/8	17 3/8	28 7/8	25 1/2	- 3 3/8
Emerson Electric 1		43	33	40 1/4	38 1/2	- 1 3/4
Emerson Radio .50F		18 3/8	12 1/8	13 1/8	12 1/4	- 7/8
Fedders 1		20 3/8	16 7/8	18 5/8	17 1/2	- 1 1/8
General Dy. 2		53 3/8	39 7/8	40 3/4	39 1/2	- 1 1/4
General Elec. 2		99 7/8	84 7/8	88 7/8	88	- 7/8
General Motors 2		55 7/8	43 3/8	44	43 3/8	- 5/8
General Tele. 2.20		87	70 3/8	83 3/8	82 1/4	- 1 3/8
Hoffman Elec. .60		27 3/8	18 1/4	20 7/8	19	- 1 7/8
Hupp CP. 3/8F		13 1/4	9 3/8	11	9 3/8	- 1 5/8
Magnavox 1		45 3/8	31 3/4	42 7/8	42 1/4	- 5/8
Maytag 2A		44 1/2	35 1/4	35 3/8	36 7/8	+ 3/4
McGraw-Edison 1.40		45 3/4	39 3/4	40 7/8	39 3/8	- 1 1/4
Minn. Mining & Mfg. 1.60		189 1/2	196 1/2	186 3/4	189 1/4	+ 2 1/2
Montgomery Ward 2		55 3/8	42 1/2	45 1/4	42 3/4	- 2 1/2
Monarch 1.20		19 7/8	13 1/8	13 3/4	13 3/8	- 3/8
Motor Wheel 1		23 1/4	16	17	16	- 1
Motorola 1.50		178	140	169	152 1/4	- 16 3/4
Murray CP		28 1/2	24 3/4	25 1/2	25 3/8	- 1/8
Philco 1/4G		38 1/4	26 3/8	31 3/8	28 7/8	- 2 1/2
R.C.A. 1B		78 3/8	59 1/2	71 3/8	70 1/4	- 1 1/8
Raytheon 2.37T		53 3/8	37 1/2	38 1/4	36 3/8	- 1 7/8
Rheem .60		28 7/8	19 7/8	19 3/4	19 1/2	- 1/4
Ronson .60		12	9 3/8	9 3/4	10 1/8	+ 3/8
Roper GD		21 1/2	15 3/4	16 1/2	15 1/4	- 1 1/4
Schick		16 3/4	11	12 1/4	11 3/8	- 3/8
Sieglar Corp. .20R		40 9/8	29 1/4	38 3/4	37 1/4	- 1 1/2
Smith A. O. 1.60A		53 3/8	34 3/8	36 1/2	35 3/8	- 1 1/8
Sunbeam 1.40A		64 1/2	51	53 1/4	51	- 2 1/4
Welbilt .10G		7 7/8	5 1/2	6	5 1/2	- 1/2
Westinghouse 1.20		57 1/4	45 1/2	54 3/8	53 1/2	- 7/8
Whirlpool 1.40		34 7/8	24 7/8	25 3/4	25	- 3/4
Zenith 1.60		116	89 1/8	98 1/8	93 1/2	- 4 3/8
AMERICAN EXCHANGE						
Casco Pd. .30G		9 1/4	6 3/4	7 3/4	8	+ 1/4
Century Elec. 1/2		9 7/8	7 3/4	8	8	-
Du Mont Lab.		10	6 1/2	9 3/8	9 1/4	- 1/8
Herold Rad.		7 7/8	5	5 3/4	5 1/8	- 5/8
Ironrite .20		10	6 7/8	8 7/8	9 1/4	+ 1 1/8
Lamb. Ind.		6 7/8	4 5/8	6 1/4	7	+ 3/4
Muntz TV		6 1/2	4 3/8	5	4 3/4	- 1/4
National Presto		12	10 3/4	11 1/4	10 3/4	- 1/2
Proctor-Silex		9 1/8	6 5/8	8 1/8	7 3/4	- 3/8
MIDWEST EXCHANGE						
Knapp-Monarch		—	—	5 3/4	5 5/8	- 1/8
Travler Radio		—	—	7 1/4	6 1/4	- 1
Webcor		—	—	11 1/2	10 3/4	- 3/4

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: The weekly stock average continued its downward trend as it registered a new low of 33 1/2. Only six issues showed gains over the past week and, with the exception of Minn. M&M at plus 2 1/2, those gains were minimal. Nineteen new lows were registered as the market continued to be listless and anything

but bullish. Motorola dropped 16 3/4 pts. There were other substantial losses—Zenith 4%, Chrysler 4%, Decca 3%, Philco and Arvin 2 1/2%, Emerson Electric 1 3/4%. The future doesn't look bright. The market probably won't right itself in the approaching weeks, although July and August may see an upswing.

Maytag Hits Two Highs...

... in its first-quarter report: Both earnings and sales for the period set new all-time company records. But whether business would stay as good through the rest of 1960 was one question no one could answer.

Speaking at a Chicago luncheon, Chairman Fred Maytag admitted, "Business is a little soft right now. It could be a rough summer if sales are still at the rate they have been for the last couple of weeks. Still," he went on, "I don't think the last two week's situation merits a pessimistic forecast for the year."

No one could be pessimistic about the Newton, Iowa, company's quarter statement. While sales for the home laundry industry as a whole declined 7%, Maytag's rose 2%. In fact, net sales of \$32,363,908 in the first three months of this year represented a new high for any quarter in company history. By comparison, first-quarter sales in 1959 totaled \$31,722,088.

First-quarter earnings were \$3,327,162, or \$1.02 per common share, compared with \$3,255,746 in the first quarter of last year.

It's what lies ahead that has home laundry manufacturers—Maytag included—worried. Maytag President George M. Umbreit set the tone in the quarterly report, saying, "At the present time there appears to be no general improvement in the demand for home laundry equipment and we expect a more highly competitive market situation to exist in the second quarter."

In Chicago, Fred Maytag went a step further. "We have a pretty substantial factory inventory," he declared. "If we get a hoped-for sales pickup it will barely be enough. If not, it will be excessive."

Maytag, its chairman said, had no immediate plans to idle more than the 275 workers furloughed about a month ago, and no immediate plans for a production cutback.

Zenith Reports Record Quarter

The Chicago-based firm sold more and earned more in the first three months of 1960 than in any first quarter in its history, Chairman Hugh Robertson told stockholders at the annual meeting.

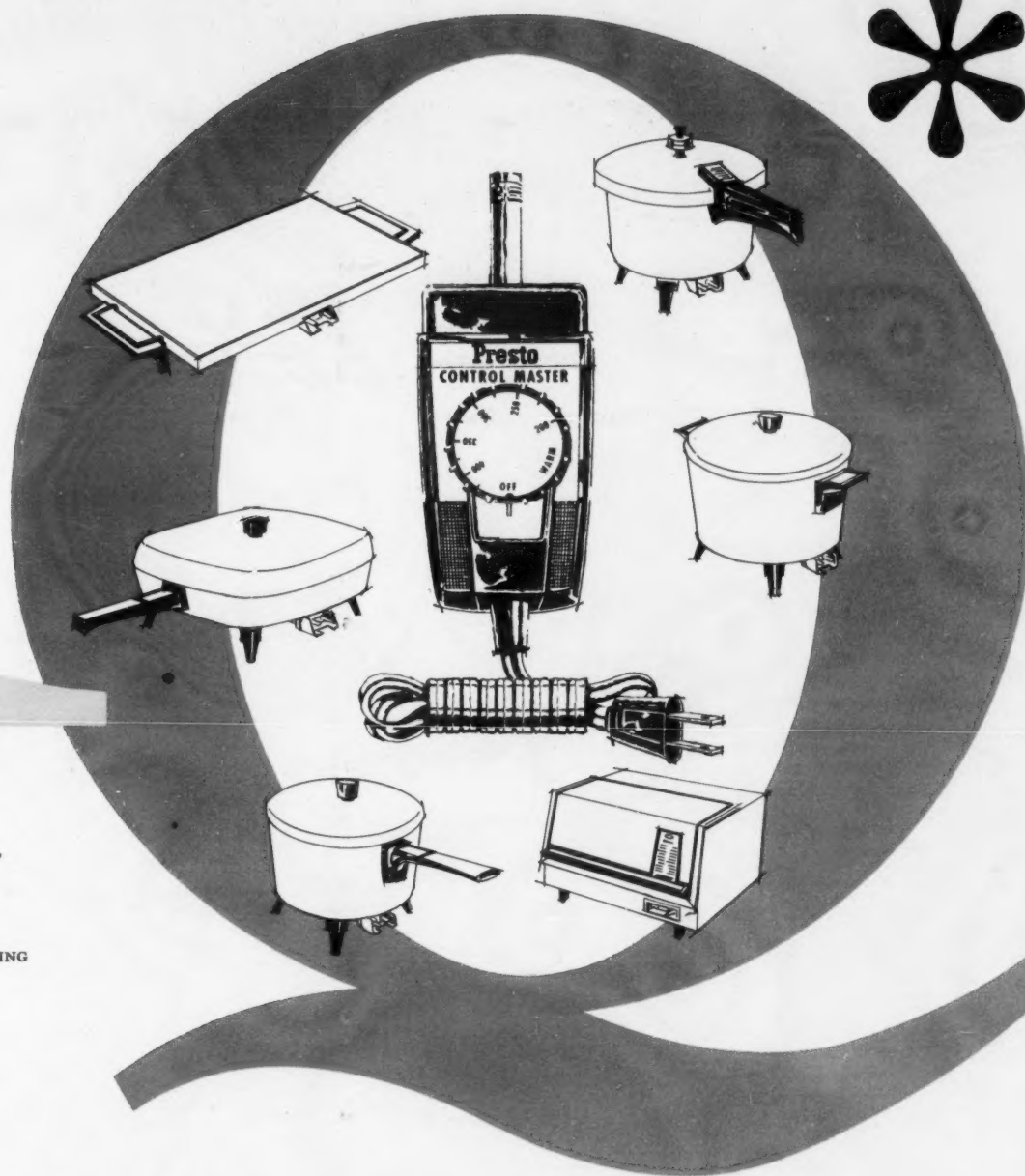
"That," continued Robertson, "is despite an adverse industry profit situation brought about by unrealistic pricing and liquidations on the part of several competitors which affected the pricing of certain Zenith merchandise in the lower price brackets."

Specifically, Zenith earned \$3,855,129 on sales of \$68,144,976 in the first quarter. Earnings were up 16% and sales 15% over the same period a year ago.

Factory shipment of television sets were also highest for any first quarter in Zenith's history, said Robertson, surpassing the record first quarter of a year ago by 192%. The industry as a whole, he went on, showed only a 7 1/2% gain.

Robertson also told stockholders Zenith was negotiating for "a large tract" in the Chicago area for expansion of its engineering and research facilities.

Presto!



*"They copied all they could follow,
But they couldn't copy my mind,
And I left 'em sweating...
A year and a half behind"*

—KIPLING

* Innovation plus Quality...

in the first and only complete family of "probe" appliances!

In the history of electric housewares, one name—Presto—emerges as the leader in product innovations and quality. The reasons?...

Presto was first to develop its Control Master concept—a family of appliances operating from a single removable heat control. Today, Presto is still first—now with the only family of eight appliances operating with a single control—Presto's Control Master!

Other proofs of Presto's phenomenal IQ? Presto was first with the pressure cooker for home use... first with the electric pressure cooker... first with the electric skillet... first with the family-size deep fryer... first with the submersible electric coffeemaker... first with the tap-water steam iron, as well as the auto-mated steam iron... and, most recently, first with a true family-size portable electric oven!

© N.P.I.I., 1960

PRESTO®

NATIONAL PRESTO INDUSTRIES, INC., EAU CLAIRE, WIS. • IN CANADA: PRESTO DIVISION—GENERAL STEEL WARES, LTD., TORONTO

THE KELVINATOR PLUS . . . SOMETHING WORTHWHILE TO SELL BESIDES PRICE

*"Yes, ma'am, Kelvinator 'No-Frost'
gives you big savings because it
costs much less to operate"*



Kelvinator salesmen do not have to engage in profitless price competition to close sales. In every Kelvinator product they sell, they have a valuable consumer plus not found in any other make at any price.

In refrigerators, the Kelvinator Plus is a "No-Frost" System that costs much less to operate than others, due to simpler design and quality construction.

Actual tests with other leading refrigerators of this type proved Kelvinator gives amazing savings in electricity. "No-Frost" is the simplest, most economical way of all to end defrosting in both refrigerator and freezer.

With "No-Frost" obsoleting ordinary refrigerator-freezers and rapidly becoming one of today's most sought-after conveniences, this Plus puts Kelvinator dealers in an excellent competitive position . . . one that allows them to sell quality and value *at a profit!*

What is the Kelvinator Plus? It's not a gadget or gimmick. It's a basic quality advantage . . . something that makes Kelvinator appliances more useful, more

dependable or more economical to operate. In every appliance made by Kelvinator, there's a Plus that gives the dealer something worthwhile to sell besides price.

KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN

